SIXTY-SIXTH YEAR

The Billboard

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AUGUST 8, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

4-Track Tape Gets Industry Accolade

Final Milestone Passed Via Columbia Entry Into Quarter-Track Field

[illegible]

(Continued on page 33)

FRENCH BRASS TAB 'MUSTAPHA' SUBVERSIVE

By OMER ANDERSON

PARIS — The hit tune "Mustapha" ... [illegible] ... French government in Algeria.

The French Army ... [illegible] ... "Mustapha" ... of ... [illegible]

The trouble with "Mustapha" is not the tune but the ... The ... based on ... Arabic ... sold in Paris.

... [illegible] ... But ... contained a statement by M. S. Chanderli, the Algerian rebel representative at the United Nations.

The statement put "Mustapha" ... into politics. Chanderli said the rebel would end the fighting in Algeria only if General de Gaulle ... give them ... of free elections.

... [illegible] ... "Mustapha" ... The Army ... [illegible]

... the lyrics ... with the Arabic ... "Mustapha" ... the ... of the Algerian ... [illegible]

... France's ... new paper, even

(Continued on page 33)

Promot'n Man Back In Saddle as Payola Tide Ebbs

Post Pay-For-Play Era Puts DJ Contacts on Old-Time Basis

By BOB ROLONTZ

NEW YORK — The promotion ... [illegible]

Can't Call Tune

[illegible]

... to be ... and sold, wooed and entertained, and they have to believe in the ... of the manufacturer or distributor who tries to pitch them on a record. This new pattern has been easier for the larger companies to embrace than the smaller labels, since the majors had ... their promotion men even during the ... decade. For ... labels the decline of ... and is still hurting.

Close Field Relations

This may be why more and more ... are turning to closer ... with fieldmen, promotion men ... men on the road visiting ... whether employed by themselves ... to ... or employed by their distributors ... Jerry Simon, head of the ... RSVP promotion ... New York, noted last week ... from ... don't ... promotion. They ... records ... today ... they once did, and ... there is more danger of ... the old swinging ... broke in many ... markets at one time. Today ... breaks in one market two weeks

(Continued on page 33)

UST Catalog Adds Titles

[illegible]

NEWS OF THE WEEK

Simultaneous ... on Present and Past ... Artist Problems

[illegible]

Page 2

[illegible]

Page 3

[illegible]

Page 4

DEPARTMENTS AND FEATURES

[illegible]

Shoe Now on Other Foot

NEW YORK — ... [illegible]

See the Voice of Music

New, Complete Stereo Line Inside!

Artists Click Via Both Current, Past Label Ties

Charts Highlight Simultaneous Hits From Old, New Affiliations

By REN GREVATT

NEW YORK — Chart watchers of past weeks have spotted an interesting and to some at least, a disturbing phenomenon, in which disk artists have proved capable of making the grade on both past and current label affiliations and in some cases on both at the same time.

This is interesting from several points of view. First, it tends to contradict the oft-stated thought that styles in the current pop derby are constantly wearing out and subject to change. It appears that some a.&r. men at least, have a touch for creating a sound with long-lived qualities, a sound that's fresh enough two and three years after it was created to still be a hit.

There is also posed a problem for the artist himself. When a performer leaves a label for a new affiliation, he may be leaving behind him a wealth of salable product. As most contracts stand now, the artist has no protection, even tho it represents his own personal talent at work. The thought has been advanced that perhaps an artist should be contractually protected against such an occurrence with an arrangement that would obligate the diskery to turn over to the artist all masters not previously released, upon his departure from the label.

It has also been suggested that an artist would be wise to limit his recording activity with any label so as not to find himself in a position where a company has a sizable quantity of unreleased material on hand.

A case in point of the latter situation is that which has recently confronted Erroll Garner. The pianist has not recorded for Columbia for over a year, yet even tho he had been inactive for that period, the company has a full album of material available. When this was released recently it brought about a legal storm, since Garner did not believe the recordings presented him at his best.

Akin to this is the situation of the posthumous value of an artist's recordings. In frequent cases, after an artist has become deceased, a record company finds a sudden gold mine in its vaults and with little apparent regard for maintaining the memory of an artist as he was at his best, proceeds to issue records of rehearsal sessions, air checks and in general what some have called the dregs of an artist's production.

Such late artists, for example, as Glenn Miller, Tommy Dorsey and Jimmy Dorsey, have been released and re-released in every conceivable form of recording, many of which could not be considered of the best quality. Likewise in the case of Hank Williams, M-G-M has issued literally dozens of tracks of the artist, many of which were made on a tape re-

(Continued on page 38)

UA Debuts Ultra Audio, Subsid Label

NEW YORK — Another diskery entered the rapidly growing specialized sound LP field this month with the advent of United Artists new subsidiary label Ultra Audio Records. The new line will be marketed September 15, with the release of "Mister Percussion" by the newly signed Terry Snyder and the All Stars and four other packages.

The acquisition of Snyder as an artist should give the new Ultra Audio line a strong send-off, since Snyder's Command LPs for the [illegible] Light-ABC Paramount label have long been top sellers in the sound field. Snyder's Command waxing "Persuasive Percussion" is currently No. 1 on The Billboard's Stereo Action Album chart.

UA's Ultra Audio line will retail

(Continued on page 38)

Mercury Steps Up Central Distribution

Cleveland Service Area Expanded; L. A. Depot to Take Over Phoenix

By AARON STERNFIELD

CHICAGO — Mercury Records this week took another first step toward a centralized warehousing program with the announcement that the factory-owned distributorship in Pittsburgh has been closed, area service will be provided from the firm's merchandising depot in Cleveland.

Irwin Steinberg, Mercury executive vice-president and treasurer, added that Fred Katz will continue to function as sales manager for the Pittsburgh area, and the sales force in the territory will continue to service dealers.

Steinberg feels that the new arrangement will result in better service for Pittsburgh area dealers in that a larger inventory per number and a more complete representation of the Mercury catalog will be available from the central depot.

He also pointed out that Pittsburgh area salesmen will be furnished Volkswagen trucks which will permit them to carry top-selling singles and LP's and to make on-the-spot deliveries. Other records will be shipped by Greyhound bus from Cleveland, with overnight service promised.

Cleveland Focus

Under the new system, both shipment and billings will originate from the Cleveland office, with the Pittsburgh hedaquarters operating as a sales office.

On the heels of this announcement, Steinberg disclosed that the firm's Phoenix, Ariz., distributorship is in the process of being closed, with a central depot in Los Angeles handling the inventory. The new Phoenix set-up will be similar to the Pittsburgh-Cleveland arrangement.

The Cleveland depot will service

(Continued on page 36)

Bourne Sale Date Put Off

NEW YORK—The original sale date for Bourne Music is expected to be temporarily postponed from September 12 to October 4 this week by the New York Court of Appeals. Date is being set back to allow the appeal of Miss Beebee Bourne against the sale to be heard by the Court of Appeals. Sale of the firm was [illegible] by Mrs. Bourne, the late Sol Bourne's widow, last winter, and [illegible] was to be sold at the [illegible] $[illegible],000,000.

'STAR' COVER NOT CRICKET SAY BRITISH

LONDON — [illegible] at the [illegible] of the [illegible] who [illegible] the best-selling [illegible] of the British-written "Look for a Star" and the [illegible] of the British artist who [illegible] originally. [illegible] both in spelling and pronunciation [illegible]. But The Billboard's [illegible] (July 25) that [illegible] did not exist until the [illegible] was made is felt to be in very bad taste [illegible].

[illegible] as they [illegible] have become [illegible]. [illegible] Britain [illegible] complaints on that [illegible]. But such a close [illegible] of name choice [illegible] essary.

[illegible] the success of [illegible] disk in America, Mills' [illegible] already [illegible] got renewed [illegible] has become a big [illegible] reaching No. 5 on the British chart. Just before the disk broke in America, young Mills took the vocal chair with Britain's leading large [illegible] band, Bob Miller and the Millermen, and is tied there [illegible] the end of this month. He has, however, been chosen [illegible] the lead in a [illegible] movie short.

[illegible] Land, W. C. [illegible] London's Tin Pan Alley, the film is being [illegible] by Ben Nisbett of Feldman [illegible] production by the Boulting Brothers. Basically, it has a story around the [illegible] songwriters Morgan Jones and Bill Crompton. They will write a title tune [illegible] Mills [illegible] ing in the movie. It will also be released [illegible] the singer's British label [illegible] Rank.

Darin Pianist On New Single

NEW YORK — [illegible] Bobby Darin [illegible] his talent at a [illegible] Atco [illegible] single featuring Darin on [illegible], which will be released [illegible].

This [illegible] Darin has [illegible] piano and [illegible] The [illegible] Darin [illegible] Bluer [illegible] Atco LP [illegible].

Buffalo Dealers Upset Victor Rack Program

BUFFALO — [illegible] ge[illegible] a [illegible] organized [illegible] been [illegible]. Early in July the Record [illegible] of Greater Buffalo [illegible] dealer members [illegible] about the [illegible] of a new type rack [illegible] ance stores under [illegible] RCA Victor d[illegible].

Under the plan [illegible] were furnished [illegible] a metal rack which [illegible] hold 100 or [illegible]. [illegible] owners were [illegible] from the Victor [illegible] 90-day consignment [illegible] 100 per cent [illegible]. At the end of 90 days [illegible] unsold merchandise [illegible] one-third for that [illegible]. Remainder [illegible] on the initial [illegible] 120 and 150 days [illegible] date. The [illegible] able at any time.

Members of the [illegible] are understood to [illegible] so irritated with this maneuver that

(Continued on page 36)

The Billboard

The Amusement Industry's Leading Newsweekly

Founded [illegible]

[illegible]

Stern Warning to Dealers by Verve

HOLLYWOOD — Verve Records will sue any dealer or one-stop found handling counterfeit copies of its product, label prexy Norman Granz told The Billboard. He called on other record manufacturers to follow a similar course in what would be an [illegible] move to [illegible] the [illegible] traffic.

At the [illegible] Verve [illegible] ings Granz told its distributors to report the presence of [illegible] in their respective areas. Verve, he said, will step in [illegible] dealers and [illegible] g counterfeits. Dealers [illegible] to [illegible] them [illegible].

(Continued on page 38)

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Company ______

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Harris Payola Bill Hearings Due This Week

WASHINGTON — Hearings open this week on the Harris anti-payola bill, which also provides for exempting free records from broadcast announcement, when the Pastore Senate Commerce Communications Subcommittee takes up the House-passed bill. No witness list was available as of The Billboard's deadline last week (4), but the National Association of Broadcasters and other broadcast spokesmen are expected to argue against license suspensions and $1,000 fines provided in the Harris reform bill.

Music interests and radio stations are both prayerfully behind the bill's rewording of the Sponsorship Identification Section 317 of the Communications Act, to permit airing of free records without the announcements required under strict interpretation announced by the Federal Communications Commission last March.

If the Senate committee hearings are held to the two-day brevity indicated by Chairman Pastore, the bill would still have a good chance of passage in the scant weeks remaining before Congress ends the brief summer session and dashes back home to campaign. Altho a broadcast reform bill does

(Continued on page 17)

Henry Cohen, Lawyer, Dies

NEW YORK—Henry Cohen, a partner in the law firm of Cohen and Sandomire, and for a number of years general counsel to Decca Records and special counsel to Universal Pictures, died here Saturday (30). Cohen, who succumbed in New York Hospital to a heart attack, was 54.

Cohen was born in New York and was graduated from City College in 1925 and Harvard Law School in 1930. In law school, he was editor of the Harvard Law Review. From 1930 to 1935, he was secretary to Judge Irving Lehman of the Court of Appeals. Later he was with the firm of Cook, Nathan, Lehman and Greenman. At the time of his death, he was president of the Schola Cantorum and a director of the Northside Center for Child Development. There are no immediate survivors.

Earlier this summer, Cohen had won a substantial victory for Decca when he succeeded, on appeal, in overturning a lower court decision which had gone against Decca in a long pending litigation brought by the Estate of the late Glenn Miller.

WEST COAST GOLF TOURNEY

HOLLYWOOD — Los Angeles area music industry's hackers and whackers will form a golf tournament of their own to be staged at Desi Arnaz' Palm Springs Spa, Indian Wells. Event will take place October 2-3.

Group signing up participants is headed by Dot Records' exec Norm Greer, serving as chairman. Other officers include Dave Jacobs (treasurer), Sid Goldstein (secretary), Sid Levine (assistant secretary, and ways and means, Bob McCluskey. Membership committee includes Goldstein, Don Ray, Dick Pierce, Al Bennett and McCluskey.

7 New Pkgs. On Signature Fall Agenda

NEW YORK — Hanover-Signature Records has announced a special fall release to be known as "Operation Kick-Off." Seven new LP's will be included in the program, which is patterned after the company's earlier "Operation Happy Birthday." On this plan, which included the successful 'My Name Jose Jimenez" package, distribs were given a 20 per cent discount deal.

"Operation Kick-Off" starts September 15 and will remain in effect indefinitely. For every LP purchased, the distributor gets one free, or for every four boxes (100 disks) distribs get one box (25 disks) free.

The seven new sets include two LP's by Arthur Godfrey, and one each by Jimmy Rowles, Paul Smith, Werner Mueller, Steve Allen and Morey Amsterdam. H-S recently became affiliated with the Roulette Records axis.

N. Y. Amendment on Royalty Income Tax Alarms Industry

NEW YORK—Diskery attorneys and the Record Association of America are up in arms over an amendment to the New York tax law calling for withholding taxes on royalty income due to non-resident artists whose disks were made at sessions in this State.

Ernest Meyer, RIAA counsel, stated that he will fight the amendment on behalf of the RIAA and its members. The amendment is regarded as potentially damaging to the status of New York as a center of the disk industry. Industry execs state the amendment could have the effect of forcing artists to record in localities other than New York, where their income would not be subject to a tax bite. The disruption of a.&r. planning would be tremendous, it is believed. These execs also feel that the group of professional musicians used on New York disk dates would suffer a sharp decrease in income if recording moved out of New York. It is also believed that talent agencies handling record acts will align themselves with disk interests in protesting the amendment.

The amendment was crystallized at the last session of the Legislature. Meyers stated the amendment permits the tax commission to issue regulations concerning withholding taxes on royalty income due non-resident artists when the session occurred in New York; and that the bookkeeping problem was a serious one, further complicated by retroactivity.

Meyers indicated that several approaches could be made in order to obtain relief. He indicated some labels may take up the matter with the governor, and that another possibility was negotiation with the tax commission.

Meyers noted an illogicality in the amendment: "The State of New York seeks to encourage industry; but in this case it discourages it" he said. He added that the amount of money to be gained by the State is infinitesimal compared to ultimate losses.

The losses, it is felt, would be serious not only on an economic level, but also on a cultural plane.

All the major firms and large indies are aware of the problem. "We are seeking a solution," said Harry Levine, ABC-Paramount exec.

One attorney for a major diskery indicated that the legalities of the matter were interesting and would support the viewpoint that royalties accruing from creative effort should not be taxable.

An exec of Local 802 did not seem too alarmed about the matter at this point. He took the view that artists record in New York because of the skilled musicians who are available. On the other hand, it is argued that skilled musicians are available in many recording centers.

Unless resolved favorably, it is felt that the situation is also potentially damaging to the economic welfare of studios and related segments of the music-record business.

Columbia on Prowl For Fresh Talent

Label Lining Up Backlog of Artists For Insurance on New Name Demand

NEW YORK — Columbia Records is now embarked on its biggest talent signing spree in many years. On all pop levels, and even the classical side, the firm's a.&r. men are looking for and signing new talent. The reason for the flurry of new contracts, according to Columbia executives, is that they want new artists coming up in case of any of the firm's currently hot artists lose their appeal.

Columbia currently is enjoying one of its best years. But the firm is taking no chances that it won't have strong new talent for the inevitable time, five or even more years from now, when new names are in demand. Even over the past decade when Columbia rose to its current hot sales position, many of the artists that helped the company rise, have faded from the label. Rosemary Clooney, Johnnie Ray and others have left the label. Many other big names have cooled off or only come out with albums.

The new talent signings are taking place with a.&r. execs Mitch Miller, Irv Townsend, John Hammond, Al Ham, Teo Macero, Bob Morgan, Ernie Altschuler, Tony Piano and even classical a.&r. chief Schuyler Chapin. Mitch recently signed Steve Rossi, Eddie De Marr, Diana Trask and Leslie Uggams. Morgan, who signed the Brothers Four, has pacted Billy Borlynn, and folk singer John Alderham. Altshuler snagged Sylvia Saynt, a young thrush who has made some noise on a small label in the East. T. Piano brought thrush Marge Dodson to the label, and her album is grabbing sales, as well as folk artists Ron & Nana. John Hammond, who came up with a hit with Ray Bryant's first record, recently signed jazz guitarist Kenny Burrell, and singer Aretha Franklin. Out on the Coast Townsend has signed jazz singer Pam Garner, blues singer Hannah Dean and

(Continued on page 17)

Camden Ups Budget, New Release Program

NEW YORK — With Camden Records' Best Buy program off to a very strong start, Ray Clark, planning and merchandise chief, is already planning future product and merchandising strategy. What the exec envisions is an annual output of about 35 albums, with accent on quality of performance and packaging. A flexible schedule would permit this estimate to be revised upwards via the release of timely, or opportunistic, albums in line with product trends. Such trends could be TV themes, percussion, etc.

The scheduling of product too, according to Clark, would hear a relation to peak selling periods—that is, such periods would see the release of heavier quantities of product, with correspondingly strong promotion.

The label's current Best Buy program, pegged to the slogan "The Record Value America Loves Best," is already 50 per cent ahead of what was anticipated in initial orders, according to Clark. He noted that the main promotional drive was still to come, including such items as the half-page ad in Look for September 11. Biggest reaction has been on Leo Addeo's "More Hawaiian Hi Fi" package and the albums of Dick Maltby ("Mr. Lucky"), Oslo Philharmonic's Strauss waltzes, Norman Leyden's community sing package. Following these in a group are the Benny Goodman's collector's package and such items as "Popeye" and Dr. Seuss' kiddie material. The addi-

(Continued on page 17)

'Big D' Back In C&W Fold; Exit 'Hayride'

CINCINNATI—"Big D Jamboree," Dallas, which took a hiatus from coutry music some months back to shift to variety, pop and rock 'n' roll, has experienced a gradual climb in box-office takes since reverting back to the c.&w. policy some weeks ago, according to J. F. Dolan, who beats the publicity drums for the troupe.

The pop-rock 'n' roll policy, presented in co-operation with a Dallas radio station, operated successfully

(Continued on page 17)

Cap Net Sales Take 6% Dip

HOLLYWOOD — Capitol Records, Inc.'s net sales for the fiscal year ending June 30 dipped approximately 6 per cent under the previous year's total, according to CRI prexy Glenn Wallichs' report to stockholders. Wallichs blamed the drop on the first work stoppage at CRI's Scranton, Pa., plant in the company's 14-year history, and one which lasted for more than 70 days.

Net sales for the year amounted to $46,368,096 as compared to the previous year's net sales total of $49,266,860. Year's slight drop marked the first time in six years that CRI failed to show an increase.

Company's net income for the fiscal year just ended amounted to $1,796,233, or $3.77 per share of common stock outstanding. The

(Continued on page 17)

Off-Beat Labels Hot In Singles Field

NEW YORK — A number of small labels are coming up with what appears to be burgeoning hits in the singles field. Many of them are really left-field disks, but they are creating a lot of excitement in the business.

One of the excitement disks this week is actually a brace of records, and original and its cover. The original is a recording of the old, old tune "Shortnin' Bread," performed in a wild up-tempo style by a chap named Paul Chaplain, on the indie Harper label. This record was produced and issued a while back by Harry Persons (Harper is a condensation of his first and last names) and it started to grab action a fortnight ago in the East. Persons received scores of calls from companies anxious to buy the record, and finally worked out a deal with Monte Bruce and George Goldner. Goldner is now distributing the disk via his Gone-End empire.

Meanwhile, Larry Uttal, owner of Madison Records, who appears to be able to cover a record in a few hours (Madison covered "Alley Oop" with Dante and the Evergreens) covered "Shortnin' Bread"

(Continued on page 17)

CAPITOL RINGS WEDDING BELLS

NEW YORK — Wedding bells rang out for the daughters of two Capitol execs recently. Linda Wallichs, daughter of Capitol prexy Glenn Wallichs, married geologist Guy Burge Jr. on August 6. And on July 23 Carol Csida, daughter of Capitol veepee Joe Csida, married Bob Rossiter, graduate student at the University of Michigan.

Lew Chudd in New Venture

HOLLYWOOD — Lew Chudd, Imperial Records prexy, has formed Entertainment Corporation of America, a Delaware corporation, whose purpose will be to acquire radio and TV stations and other major properties allied to the various facets of the entertainment industry.

Chudd is ECA prexy. Other officers, unidentified at press time, are understood to be Eastern industrialists and financiers.

Storyville Club Move

BOSTON — Storyville, the club that made jazz a major part of the area's entertainment scene, will move from its Copley Square Hotel site to larger quarters in the downtown Hotel Bradford next month.

George Wein, Storyville proprietor, plans to take over the Bradford's Carousel Room, which seats 450 persons as against the 350-capacity of the present location. No change in the type of entertainment, which covers not only jazz, but occasional folk music artists and comics, is contemplated.

Instrument Mfrs. Plead Tariff Change Needs

London Records, Magnavox Seek Cuts; All Others Favor Boost

By MILDRED HALL

WASHINGTON—London Records, Magnavox, juke box manufacturers, and a roster of musical instrument manufacturers who make everything from electronic organs to clarinets, had their say last week, by oral or written statement, in tariff hearings held here on ways to improve international trade conditions for U. S. exporters and importers of manufactured goods.

London Records and Magnavox, heavy importers of British records and record changers, respectively, were the only music industry spokesmen pleading for lowering of our protective tariffs to makers of foreign product. All other instrument makers pleaded for higher protective tariffs, and tightened import quotas to protect the American industry. (See Coin Machine section for details on juke box manufacturer presentation.)

Pleas were addressed both to the Tariff Commission itself, and to the Committee for Reciprocity Information. The latter is gathering information to help shape U. S. policy at upcoming international trade talks to be held in Geneva, Switzerland, in September. A preliminary listing of various products on which America would ask or offer tariff concessions was issued in June, and comment has been pouring in from manufacturers all over the country.

London Brief

The London Records brief submitted to the CRI committee was designated "confidential," and could not be released to the press. However, in a letter submitted in March of this year, London said they hoped foreign recordings, particularly British, which London imports in large quantities, would be among the items on which the U. S. will offer further tariff concessions under the Trade Agreements Act of 1958.

London told the Tariff Commission that the U. S. imported $2,500,000 worth of British records in 1959, in spite of a tariff rate of 12.5 per cent ad valorem. The rate is a "deterrent to the import of recordings which are unique and which fill a need of U. S. consumers," London claims.

A similar pitch on record changers was made by the Magnavox Company of Fort Wayne, Ind. Magnavox says it has imported 441,000 changers valued at $4,734,919 in the past two years, from the Collaro Company, Ltd., of Great Britain, Magnavox says it is presently importing at a rate of 5,000 per week. The U. S. firm feels America should offer tariff concessions in this case, and that in general, high tariff walls do not raise economic standards in any country.

With these two exceptions, spokesmen for music instrument manufacturers prophesy peril to American-made items if our tariff barriers are not held at a protective level, particularly on band instru-

(Continued on page 16)

Columbia Bows Small Mono 33

NEW YORK — Columbia Records started shipping samples of its new releases on monaural seven-inch 33 as well as 45 last week. And according to Bill Gallagher, the reception of the disks on the part of both dealers and distributors was "gratifying." The Columbia small 33's were the first monaural seven-inchers issued under the firm's new policy of releasing all singles on both speeds. It was also the first time in over a decade that the small monaural singles were again on the market.

Columbia is the first company to issue all singles both 45 and 33. Capitol will issue some selected singles on monaural 33, and other diskeries appear to be ready to follow the Capitol lead. Columbia is pricing its monaural seven-inch 33's at 98 cents, the same price as the 45 singles. Capitol has stated it will price its monaural seven-inch 33 at 89 cents. Columbia's stereo seven-inch 33 is also priced at 98 cents.

ENGLISH FIND 'LAURA' VULGAR

LONDON — The Decca Record Company has junked 25,000 copies of "Tell Laura I Love Her" because it regards the song "too tasteless and vulgar" for British tastes. The song is listed as No. 10 on The Billboard Honor Roll of Hits.

However, the EMI Record Company said it would release the record anybow. The song tells of the last thoughts of a teen-ager dying in a blazing car.

"The youngsters don't place too much importance on the words," commented an EMI executive.

IRK WEST GERMANS

Commies Pirate U. S. Pop Tunes

By OMER ANDERSON

BONN—West German's government accuses Communist East Germany of the organized piracy of American pop music for use in subversive radio broadcasts beamed to Bundeswehr troops.

The defense ministry reports that Red Germans are taping American pop music off Western European broadcasts and playing it back over East Germany's so-called "Freiheitssender 904"—Freedom Transmitter 904.

East Germany has an eleborate radio monitoring station adjacent to its Station 904, which is situated in the Harz Mountains only a few miles from the East-West Geman Iron Curtain.

This monitoring setup gives the East Germans the pick of European orchestras and recording for piracy.

From the best of their pirated tapes, the East Germans make their own American pop pressings, and such pirated pressings form the bulk of American pop music played behind the Curtain.

The defense ministry says the pilfered platters are sold in competition with disks bootlegged from Western Countries, mainly West Germany.

Because the bootlegs are legitimately produced, they cost considerably more behind the Curtain.

Huge Installation

The scope of this Red disk operation can be gauged by the immensity of 904's installation. The station bas transmitting power of

(Continued on page 16)

Ram Expands Activities

NEW YORK — Buck Ram is expanding bis activities in a variety of directions. He has opened up a branch office (his third) in Cleveland under the management of Bill Crane; signed as musical director for six films; and is currently working with Mercury Records prexy Irving Green on plans for a new label.

The new label will handle the releases of ex-Platters lead Tony Williams (under management of Ram's Personality Productions, Inc.) and other new artists. The six movies will be made in Europe by Lancer Films.

Crane, formerly a West Coast deejay known as the Raven, owns bis own talent agency in Cleveland, and has laready brought two new acts into Personality Productions, Inc. — Sonny Turner, who replaced Williams as the Platters'

(Continued on page 10)

Liberty Issues Fall Disks, Sales Plans

HOLLYWOOD — Liberty Records unveiled its most ambitious fall sales program to date before its distributors meeting here last week. Sales push, spearheaded by a 10-album release, is buttressed with incentives for salesmen and promotion reps, discounts and deferred billings for dealers, plus the biggest merchandising and consumer ad campaign in the label's history.

Ten album array will feature comic Davy Barry in his Liberty debut marking the label's first effort in the laugh field plus packages by rock & roller Johnny Burnette, Jack Costanzo, Martin Denny, Spike Jones, Julie London, Johnny Mann, duo diskings of Bob Wills with Tommy Duncan, Si Zentner and a package of Liberty's "Original Hits" by the various artists who first recorded them.

Fall program will be in effect from August 8 to September 9. Liberty's distribs will extend a 10 per cent discount to dealers who order in any five titles in any quantity and a 15 per cent discount to dealers who order any nine titles in any quantity of the new 10-album release. Discount will be applicable to newly released product as well as Liberty's standing catalog of approximately 125 monaural and 75 stereo albums ordered during the month-long push.

Deferred billing calls for one-third payments to be made by November 10, December 10, and January 10.

Special incentive programs bave been devised for distrib salesmen and promotion men. Distribs will set their own quotas on the number of Liberty window displays each salesman should get. All members of the distribs' sales force who meet their window quotas will receive merchandise prizes

(Continued on page 10)

HOT 100 ADDS 12

NEW YORK—The Hot 100 chart added 12 new sides this week. They are:

59. **Kiddio** (Eden-Brookville, BMI)—Brook Benton, Mercury.
75. **Never on Sunday** (Esteem & Sidmore, BMI)—Don Costa, United Artists.
80. **Yogi** (Saxon, BMI)—Ivy Three, Shell.
81. **Anymore** (Moss Rose, BMI)—Teresa Brewer, Coral.
84. **Little Bitty Pretty One** (Recordo, BMI)—Frankie Lymon, Roulette.
87. **You Mean Everything to Me** (Aldon, BMI)—Neil Sedaka, RCA Victor.
90. **Brigade of Broken Hearts** (Sequence, ASCAP)—Paul Evans, Guaranteed.
93. **Hot Rod Lincoln** (4 Star Sales, BMI)—Johnny Bond, Republic
96. **Blue Velvet** (Meridian, BMI)—The Statues, Liberty.
98. **She's Mine** (Narielle, BMI)—Conway Twitty, M-G-M.
99. **No** (Artist, ASCAP)—Dodie Stevens, Dot.
100. **Run, Samson, Run** (Aldon, BMI)—Neil Sedaka, RCA Victor.

SUBURBAN HUB JAZZ FIESTA IN MAKING

By CAMERON DEWAR

WAKEFIELD, Mass. — While jazz festivals in various parts of the world are being broken up by violence, a new one is being planned for Pleasure Island, the 70-acre funspot 12 miles out of Boston. George Wein, producer of the Newport Jazz Festival, will stage the first jazz bash to be held in an amusement park with a two-night array of top artists August 26-27.

Wein and Norman Prescott, former WBZ disk jockey and Embassy Pictures ("Hercules") exploiter, who is now executive vice-president of Pleasure Island, met Monday (1) to plan details for the jazz concerts in the recently constructed 7,000-seater Show Bowl in the middle of the big funspot.

With "gate control," "road control," cordons of police from the Wakefield police department, and Pinkerton men as ushers, all security preparations to guard against "demonstrations," "incidents," or crowds getting out of band, are being taken, Prescott said.

If the two-night jazz festival pays off, Pleasure Island will become a permanent landmark for jazz festivals in New England from now on, Prescott said. Wein and associate producer Edward Sarkesian said they expect to gross somewhere in the vicinity of $56,000 for a sellout, which with the interest in jazz in New England, seems reasonable. Seats in the Show Bowl will be set at $3 for unreserved seats, $4 and $5 top for reserved seats.

The two-day festival opens with concerts at 8 p.m. Friday, August 26, with Dave Brubeck Quartet, Gene Krupa Quintet, Nina Simone, Dakota Staton, Horace Silver Quintet, Buck Clayton, Peewee Russell, Vic Rickenson, Toshiko-Mariano Quartet, and others to be added.

The Saturday (27) event schedules Duke Ellington and his orchestra, Dinah Washington, the Four Freshmen, Art Blakley's Jazz Messengers, Oscar Peterson Trio, Fred Kaz Trio, with others to be added.

"It can't happen here," Prescott asserted in reference to the rioting by outsiders, blamed for the Newport debacle, "because they can't get in." Pleasure Island is a manmade island surrounded by water with an entrance off the main road going a quarter of a mile inland. It can be entered only at a main gate entrance with a series of turnstiles.

(Continued on page 10)

NJF Files $450,000 Damage Suit

NEWPORT, R. I.—The Newport Jazz Festival, Inc., filed notice of a $450,000 damage suit last week (4) against the city of Newport for cancelling its license for Festival concerts on July 3 and 4. If the claim is not answered in two weeks then a suit can be brought by the NJF against the city treasurer.

The NJF lost is license to hold the two concerts because of the riot outside Freebody Park in Newport on the evening of July 2. The riots, which occurred outside the park where the concert was being held, grabbed world-wide headlines.

The notice filed last week said that the action by the Newport City Council in revoking the NJF license was "premature, ill-advised, illegal, and unjustifiable." It alleged that the Festival was unable to fulfil its contracts with various artists, since they were unable to perform, and also that the Festival was unable to fulfill its contract with ticket holders for concerts on the night of July 3 and 4. It was further alleged that its reputation and fame, and its Newport promotion as well as other promotions were irreparably affected and the Festival suffered the financial loss.

Mathis Plans Coast Show Tour for Fall

HOLLYWOOD — Columbia recording artist Johnny Mathis is currently preparing a road tour show that will play in theaters up and down the West Coast in the month of September.

The show is slated to run for two and one half hours and will feature not only Mathis' singing but his dancing as well. A company of dancers will also be featured. For two of the San Diego and Los Angeles showings, the singer will also have the Limelighters on the bill with him.

The unique stage presentation,

(Continued on page 10)

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BRITISH *Newsnotes:*

By **DON WEDGE**

News Editor, New Musical Express

Top Rank has signed **Joe Meek** as an independent disk producer. They will have first call on his products but the deal is not completely exclusive. Meek was a director of the newly launched Triumph label where he was in charge of pop a.&r. His biggest success was **Michael Cox's** cover version of "Angela Jones," but four of the label's eight releases were strong sellers.

He takes Cox and other artists to Rank under the deal and in fact two of his disks will be re-released by Top Rank August 15. "Angela Jones" is excluded from the deal and Triumph will continue with it. Another indie firm, Ember, will handle overseas sales for this disk. Triumph continues under the control of **W. Barrington-Coupe,** who is also head of another indie label, Saga.

The TV spectacular that **Nat Cole** telerecorded when in London during May will be shown here at the end of the month. NBC-TV has scheduled a New York screening tomorrow (9). Cole himself passed thru London last weekend after a short visit ot the Continent. . . . **Vera Lynn** has turned down BBC-TV offers of a new contract after four years exclusively with the senior network. Now she is negotiating with the wealthier commercial companies.

Rank has brought out another album series. Confined to pop artists and repertoire, it is called Toppermost after the current sales slogan, "Toppermost with the poppermost." They are 12-inch LP's selling at 25s ($3.50)—nearer the low-price albums than the conventional releases. First issue is "Toppermost, Vol. 1—**Dion and the Belmonts.**"

Denied a working permit to take part in one of Granada-TV'a "Variety Shows," **Andre Previn** still came to London with his wife, **Dore Langdon,** for vacation. . . . **George Greif,** another visitor, made a deal with British manager **Paul Cave** to represent each others' clients in their respective countries. Cave will look after **Billy Eckstine, Gogi Grant,** and the **Kirby Stone Four** in London while Greif will handle **Frankie Vaughan,** the **King Brothers** and Cave's other artists in the U. S. During his stay Greif has also been negotiating to establish his publishing companies here.

Making an extended stay is **Lee Magid.** He hopes to fix return arrangements for **Della Reese** and also record some British talent. He has arranged with **Noel Rogers** of Dominion Music to handle his Alexis Music publishing outlet in this country. . . . **Stubby Kaye,** another vacationer, added two more TV shows to his London holiday—with **Malcolm Mitchell** August 7 and as a panelist in magician **Al Koran's** show August 12—both on BBC-TV.

"Let's Make Love" will have its British premiere at a midnight matinee at the Carlton theater, London, August 24. **Frankie Vaughan** will travel to the show after his regular performances at Brighton, and **Yves Montand** is being invited over from Paris. . . . Danish folk stars **Nina and Frederik** make their British cabaret debut November 7 at the Savoy Hotel.

The second of the two telerecorded spectaculars made by **Gordon and Sheila MacRae** for ATV goes out August 13. . . . The same day **Ted Heath** is one of the panelists in BBC-TV's "Juke Box Jury." Heath's hand and **Max Bygraves** have finished recording their "Hits of the 'Thirties" album. . . . **Vera Lynn** has begun recording her first two LP's—"Yours" and "As Time Goes By" — under her new deal with M-G-M. . . . EMI expects Capitol's **William Clauson** to give Royal Festival Hall concerts in November.

Colpix v.-p. **Paul Wexler** was here for talks with Pye Records' managing director **Roger Threefall** and other executives of the label, which issues Colpix here. . . . Pye celebrates the first anniversary of its "Golden Guinea" low-price LP's August 10 with a birthday party and new issues.

Because the holiday season was at its height, there were few new releases last week. Philips put out the **Brothers Four's** "My Tani" and **Gny Mitchell's** "My Shoes Keep Walking Back," and the affiliated Fontana label issued the **Frank Sinatra** album "Come Back to Sorrento." . . . EMI, Decca and Top Rank are competing for the hit version of the U. S. hit "Image of a Girl." Ranks have the **Safaris** disk, while the other labels have cover versions by newcomers—Decca with **Mark Wynter** and EMI's HMV label has **Nelson Keene.** . . . Other Rank releases included **Freddy Cannon's** "Happy Shades of Blue," **Peggy Taylor's** "Won't You Come Home, Bill Bailey" and the **Ventures'** "Walk, Don't Run." . . . HMV also issued **Jo Ann Campbell's** "Bobby, Bobby, Bobby" almost simultaneously with its U. S. release.

Best-Selling Pop Records in BRITAIN

Week ending August 5, 1960
(Courtesy New Musical Express, London)

Last Week	This Week	
1	1	PLEASE DON'T TEASE—Cliff Richard (Columbia)
2	2	GOOD TIMIN'—Jimmy Jones (M-G-M)
3	3	SHAKIN' ALL OVER—Johnny Kidd (HMV)
8	4	MESS OF BLUES—Elvis Presley (RCA)
7	5	APACHE—The Shadows (Columbia)
6	6	LOOK FOR A STAR—Garry Mills (Top Rank)
10	7	BECAUSE THEY'RE YOUNG—Duana Eddy (London)
4	8	WHEN WILL I BE LOVED—Everly Brothers (London)
9	9	IF SHE SHOULD COME TO YOU—Anthooy Newley (Oecca)
11	10	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (Loodon
5	1	AIN'T MISBEHAVIN'—Tommy Bruca (Columbia)
12	12	ROBOT MAN—Connie Fraocis (M-G-M)
16	13	WHEN JOHNNY COMES MARCHINO HOME—Adam Faith (Parlophone)
18	14	TIE ME KANOAROO DOWN, SPORT—Rolf Harris ,Columbia)
13	15	MADE YOU—Adam Faith (Parlophone)
17	16	MAMA—Connie Francis (M-G-M)
23	17	PAPER ROSES—Kaya Sisters—(Philips)
14	18	WHAT A MOUTH—Tommy Steele (Decca)
20	19	LOVE IS LIKE A VIOLIN—Ken Dodd (Decca)
27	20	I'M SORRY—Brenda Lee (Brunswick)
28	21	MAIS OUI—King Brothers (Parlophone)
18	22	I WANNA GO HOME—Lonnie Donegar (Pye)
—	23	AS LONO AS HE NEEDS ME—Shirley Bassey (Columbia)
22	24	THREE STEPS TO HEAVEN—Eddia Cochran (London)
21	25	GIRL OF MY BEST FRIEND—Elvis Presley (RCA)
24	26	ANGELA JONES — Michael Cox (Triumph)
—	28	ANOELA JONES—Johnny Ferguson (M-G-M)
25	29	ELVIS IS BACK (LP)—Elvis Presley (RCA)
30	30	HANDY MAN—Jimmy Jones (M-O-M)

GERMAN *Newsnotes:*

Northern Germany

By **BRIGITTE KEEB**

News Editor, Automaten-Markt Braunschweig, Germany

The firm of MEFA, Karlsruhe-Ruppur, has launched an automatic record vending machine with some indication that the gadget may actually help record retailers enlarge their sales. The first unit, placed in front of a record retailer's shop in Baden - Baden, has been very successful. The machine has a capacity of 40 records, it operates with the insertion of DM 4 (about 98 cents) — the price for one single.

Cliff Richard, British top teenage star ("Living Doll," "Travelin' Light") will soon huddle about new titles with **Nils Nobach,** producer of the Electrola label in Cologne, which is distributing Richards' recordings under the Columbia label. . . . In the light of the new interest in French tunes here following **Edith Piaf's "Milord,"** the one causing the most talk is the tune which won first prize in the French pop music competition for the "Coque d' Or" in May, titled "Amor je te Dois." **Gerd Morell** has cut a German version called "Mein Weg Fuhrt Zu Dir" (My Way Leads to You) on Polydor. The original version with the composer **Pierre Dorsey** as pianist and band leader is available here on Vogue combined with other melodies of this Festival. In France this tune now has 11 different recorded versions.

Brian Hyland's "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini," which starts running in the juke boxes here, will soon get strong competition. The **Club Honolulu (Caterina Valente and her brother Silvio Francesco)** have just released the first German version titled "Itsy Bitsy Teenie Weenie Honolulu Strand Bikini" on Decca; Ariola is preparing a recording with **Jan**

(Continued on page 10)

Southern Germany

By **JIMMIE JUNGERMANN**

Producer, Bayerischer Rundfunk, Munich

"The Man Who Writes the Songs for Red Skelton" and "The Man From Hollywood" were the headliners in Munich papers to welcome **Jack Lloyd,** author, composer, and lyricist from Hollywood who had a busy week in Munich. He met publishers **August Seith, Hans Wewerka, Hans Lang, Miklos Weisz,** lyricists **Fred Rauch, Gerd Thumser, Ado Schellen,** composers **Hans Conzelmann, Hugo Strasser, Werner Bochmann,** Tempo disk boss **Meissner,** German Warner Bros. and RCA rep **Koehler,** former AFN deejay and now German deejay **Mal Sondock,** and Amsterdam music producer **Coen V. Orsonw.** AFN Munich recorded a talk with Lloyd for a broadcast in its "Assignment Bavaria" feature program.

For the 10 - Year Jubilee the Vogue label is presenting a potent jazz catalog: A Memorable Session with **Lionel Hampton;** Negro Spiritual by **Mahalia Jackson;** a **Lester Young** Memorial; **Sidney Bechet** at Storyville; **Albert Nicholas** and his New Orleans Clarinet; **Django Reinhardt; Gerry Mulligan; Dizzy Gillespie; Duke Ellington** and his Ellingtonians; **Charlie Parker** in Concert; **Thelonious Monk** — the Prophet, and **Roy Eldridge**—Little Jazz.

To promote Warner Bros. winter sales, **Bobby Weiss** is traveling around Europe. After Hamburg, Copenhagen, and Stockholm, his schedule looks like this: August 7-10, London; 10-14, Paris; 14-17, Berlin; 17-20, Vienna; 20-24, Munich; 24-27, Zuerich; 28, back to Paris. . . . **Nils Nobach's** Swedish discovery, **Gitte** (15), sings the U. S. hit, "Heartaches at Sweet Sixteen," with German lyrics by **Guenther Schwenn,** retitled "Jung Sein Ist

(Continued on page 10)

HOLLAND *Newsnotes*

By **FRITS VERSTEEG**

Fonorama, P. O. Box 26, Amersfoort

The Philips Phonographic Industry awarded, in commemoration of the official opening of the New Salzburg Festival Hall, a prize of 100,000 Austrian shillings, for the finest achievement during the Salzburg Festival of 1960. The jury will announce the name(s) of the winner(s) in January 1961. The actual award will be made during the Festival of 1961. Contacts with the jury and the festival management will be made thru these members of the general management of Philips: **G. Hanneman, S. W. Numann** and **J. W. A. Langenberg,** the director of Philips' Phonographic Industry at Baarn.

Henk van der Haar of Rood Recordings at Rijswijk went to Germany and to Copenhagen to prepare a new recording with the **Jan** and **Kjeld** duo (of "Banjo Boy" fame). They made a German version of "Itsy Bitsy Teenie Weenie Yellow Polkadot Bikini" b-w a German version of the tune which was quite a hit some 20 years ago, "Hei, Hei Meisjelief," of Dutch origin and made famous by the **Kilima Hawaiians.**

Two German teen-age talents, **Conny** and **Peter Kraus,** have been recorded together on one record for the first time. Since each of them is under contract to a different label, both Electrola and Polydor will release the disk.

Holland had quite a strong team at the Knokke Songfestival. Most promising is **Ton van Duinhoven,** a former actor now in the music business. He sang two American evergreens and he got a perfect score from this reporter. Dureco made recordings of it! On the same (high) level were top jazz vocalist **Rita Reys** with "Too Close for Comfort" and **Corrie Brokken** with "Milord."

Best-Selling Pop Records in HOLLAND

Week ending August 6, 1960
(Courtesy Fonorama, Amersfoort)

Last Week	This Week	
2	1	KOM VAN DAT DAK AF—Peter's Rockets (Imperial)
1	2	MILORD—Corrie Brokken (Philips)
5	3	CATHY'S CLOWN—Everly Brothers (Warner Bros.)
6	4	CATHY'S CLOWN—Blue Diamonds (Decca)
3	5	SCHLAFE MEIN PRINZCHEN—Papa Bue's Viking Jazz Band (Storyville)
4	6	LAILA—The Regento Stars (Tivoli)
7	7	BANJO BOY—Jan & Kjeld (CNR)
8	8	MILORD—Piaf (Columbia)
13	9	MUSTAFA—Bob Azzam (Barclay)
9	10	HE'LL HAVE TO GO—Jim Reeves (RCA)
12	11	MILORD—Dutch Swing College (Philips)
11	12	GOOO TIMIN'—Jimmy Jones (M-G-M)
10	13	THREE STEPS TO HEAVEN—Eddie Cochran (Loodon)
14	14	HANDY MAN—Jimmy Jones (M-G-M)
15	15	STUCK ON YOU—Elvis Presley (RCA)
17	16	UNTER FREMOEN STERNEN—Freddy (Polydor)
16	17	FOOTSTEPS—Steve Lawrence (Artone)
18	18	ES WAR IM SCHONBERG—Papa Bues Viking Jazzbaod (Storyvilla)
—	19	CRADLE OF LOVE—Johnny Prestoo (Mercury)
—	20	SEEMANN—Lolita (Polydor)

BELGIAN *Newsnotes:*

By **JAN TORFS**

Juke Box Magazine Mechelen, Belgium

In May we returned from the annual Film Festival in Cannes and predicted the music from the Greek film, "Never on Sunday," would become very popular. The song "Les Enfants du Piree" is now climbing very fast in the Belgian charts in several successful interpretations: the original by **Melina Mercouri** (on Barclay); the instrumental versions by **Papadopoulos** (on Barclay), **Makadopoulos** (on Palette—with an interesting flip side: "In the Street of Athens"), **Nana Hadjidakes** (on Bel-Air) and **Leo Martin** (on Olympia); French versions by **Dalida** (on Barclay) and **Maya Casablanca** (on Philips); the Greek cha-cha version by the **Chakachas** (on RCA), and the Flemish version by **Rina Pia** (on Barclay).

There seems to be no end to **Elvis Presley's** popularity in Belgium. After "Stuck on You" that kept appearing on the hit chart for several months, "A Mess of Blues" got off to a terrific start when issued two weeks ago.

The **Chakachas** (the famous Belgo-Cuban orchestra) have just returned to the Belgian coast after a triumphal appearance in Athens.

The annual "Coupe d'Europe du tour de Chant" was held in Knokke for the second time, from July 23 to July 28. Six teams of five singers each participated, representing Belgium, England, Germany, France, Holland and Italy. The goal of this "cup" is to find and launch internationally young talent. Age limit in this singing contest is 35. The winning team (France last year, Germany this year) was selected by an international jury (two judging per country) and receives $3,000 from Martini, who sponsors this contest. Next year this prize will be $6,000. Each concert was aired on TV and radio, while the press from different countries spent a wonderful week in this lovely Belgian seaside resort.

Best-Selling Pop Records in FLEMISH BELGIUM

(Courtesy Juke Box Magazine)

Last Week	This Week	
6	1	MY HOME TOWN—Paul Anka
3	2	LEILA—Regento Stars
14	3	KOM VAN DAT DAK AF—Peter and his Rockets
9	4	SAG WA RUM—Camilo
1	5	ADAM ANO EVE/PUPPY LOVE—Paul Anka
—	6	CRADLE OF LOVE—Johnny Preston
5	7	HUTJE OP OS HEIOE/IN DE SCHAOUW VAN DE MIJN—Bobbejaao Schoepen
—	8	VALENTINO—Connie Francis
2	9	MUSTAFA—Bob Azzam
11	10	ROMANTICA—Dalida
4	11	STUCK ON YOU—Elvis Presley
—	12	SWINGINO SCHOOL / DING-A-LING—Bobby Rydell
10	13	CATHY'S CLOWN—Everly Brothera
—	14	JULIA/ROCCO CHA CHA — Rocco Granata
16	15	IK BEN BOOS OP DE MAAN/ OEI, OEI, OEI, DAT VALT NIET MEE—Bobbejaan Schoepen
15	16	HOUSE OF BAMBOO—Earl Orant
—	17	LES ENFANTS DU PIREE — Melina Mercouri
7	18	TOM PILLIBI—Jacqueline Boyer
—	19	TOO MUCH TEQUILA—Chakachas
20	20	MILORD—Edith Piaf

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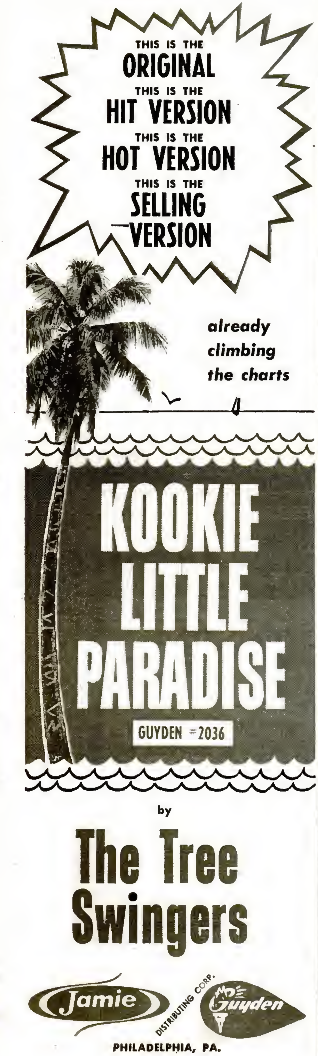

New ASCAP Logging Upsets Chi Publishers

CHICAGO — A new ASCAP system of logging programs on the ABC network has panicked local publishers ano writers, with some reporting losses in revenue up to 100 per cent.

A steering group of 10 met here last week to plan ways to get ASCAP to change its logging system. No immediate action was decided upon hut a spokesman is reportedly planning to meet with ASCAP officials in New York.

More than 200 local publishers and writers are involved. At issue is a change in the ASCAP system that went into effect in the last quarter of 1959 hut whose effects are just being felt.

The licensing society dropped its system of recording (logging) all programs on ABC as is the practice with networks and switched instead to sampling local stations individually.

The ABC radio network volume of musical shows, which now consists solely of the "Breakfast Club," was thought to be insufficient to warrant a complete logging system.

ASCAP's practice is to get flat fee payments from the networks and, in turn, credit individual publishers and writers on the basis of what is shown on the network logs.

There had been rumblings of discontent from publishing circles that the ABC network credits should not be worth as much as other network credits because of the lower number of shows involved.

The change to the sampling system of paying publishers was adopted instead. Such a system is currently in use for all non-network stations.

It consists simply of taping programs from stations on a random basis and paying those publishers and writer whose tunes appear.

The dropping of the network system for checking ABC means that some 300 individual stations that carry the "Breakfast Club" are now checked on this individual sampling method instead of the actual logging system.

Altho all publishers and writers in tha country ara involved, the local people are particularly hard-hit since "Breakfast Club" is a Chicago show and carries a great percentage of material from this area.

So far publishers and writers are refusing to comment, but several reported confidentially they had suffered drops in revenue around 50 per cent and some even admitted their income had stopped altogether.

Carl Klein, Will Rossiter Publishing Company, said his firm's revenues had fallen off about 40 per cent. Klein was one of the group of 10 that met last week to ask ASCAP to change back to the old system. Klein said the group had no immediate plans but said they would seek to have ASCAP treat ABC as a network for purposes of logging.

Dick Shelton, attorney for Joe Davidson, Windy City Music Company here, said his client was also affected in the change by a substantial amount.

Shelton pointed out that under the new system of logging, tunes played on ABC's "Breakfast Club" didn't receive equal credit with tunes played on other network shows—tho the audience size might be comparable.

He said publishers felt that audience size and not number of shows per network should determine the amount of credit given publishers and writers by the licensing society.

OPERATION MODESTY

Jockey Clay Lays Opinions On Line; Exhorts Trade

NEW YORK — Now that the payola crisis has abated many displaced deejays have relocated—and at least one—Tom Clay of Detroit—is aggressively rooting for the return of the old days when a disk jockey was king and could make or break a record.

In a letter to the trade, Clay (fired from WJBK, Detroit, last November on payola charges and now spinning 'em at WQET, Detroit) lamented: "What's happened to the day when wa were really deejays and would make rounds of distribs for new records, get excited and predicted overnight smashes, make the charts instead of following them, play a record seven times in a row, get people to buy records the same day? So we had a littla trouble in our biz. Are we going to crawl up in a shell and sit on our fat fannies and let the deejay die?"

Clay addressed special pleas to top jocks Bill Randla, WERE, Cleveland; Howard Miller, WIND, Chicago, and Frank Ward, Atlanta. "You could tie the city in knots again," he told Randle. "Forget teaching school. Teach the Cleveland deejays wbat real deejays are." To Miller he said, "Remember when you got kicks doing a show? Are you getting too much rich living?"

Addressing the trio as a whole, he added, "Let's swing again—a bunch of deejays that made their mark going out on a limb, predicting records. Now you wait for it to show up on a chart. . . . Forget your pretty voices and prestige—let's get some excitement back in radio."

Clay, who apparently evinces no sensitivity over his old payola-headline days, concluded his letter to the trade (headed "Detroit's No. 1 Deejay Tom Clay Has His Say") with the following line: "If you have any records you'd like auditioned send them. Remember, I, too, was a 'record consultant.' Funny? No."

Altho WQET management said it was taking programming out of the hands of the deejays when it launched its new "Fabulous 56" format this June, Clay claims he is programming his own show. At any rate, he said he played Tommy Leonetti's Atlantic waxing of "Without Love" "45 minutes straight," and predicted it would be "a smash hit."

Clay exudes complete confidence in his ability to pick hits, undaunted by the fact that in a recent newsletter he informed Colonel Parker that Elvis Presley's second post-GI single was a complete bomb. This disk — released three weeks ago — is now No. 3 on The Billboard's Hot 100 chart.

Meanwhile, other displaced deejays have also relocated, but are somewhat more reticent about the whole thing. Alan Freed and Mel Leeds, ex-WINS, New York, program director, are at KDAY, Los Angeles. Chuck Young, ex-KYW, Cleveland librarian, is working for Cosnat Distributors, Cleveland.

Stan Richards, ex-WORL, Boston, is at WINS, New York. Joa Smith, another ex-WORL spinner, is sales promotion manager for Hart Distributors, Los Angeles. Joe Finan, ex-KWY, Cleveland, is rumored to be returning to that city at WHK. Peter Tripp, ex-WMGM, New York, may go to KFWB, Hollywood.

Verve August Sales Surge

HOLLYWOOD — Verve Records expects to pass the million dollar sales mark this month during its second annual "99-er" drive, according to label sales veepee Bernie Silverman. Ninety - Niner discount plan allows tha consumer to buy any Verve album, stereo or monaural, for 99 cents with the purchase of a Verve package at full price. Sale which started August 1, will remain in force until August 31.

According to Silverman, Verve moved $750,000 in merchandise during its "99-er" push last year. Reason why Silverman feels he'll reach the million mark this year is threefold: (1) Label has added a full year's releases to its catalog, thereby providing buyers with a greater choice; (2) immediately prior to launching the discount drive, Verve issued some of its top sales grabbers such as Ella Fitzgerald ("Mack the Knife"), Shelley Berman ("Edge of Berman"), Mort Sahl ("At the Hungry i") and Jonathan Winters' new package to help sweeten the program; (3) Verva will support the sale with a heavy ad campaign, hitting 150 newspapers plus co-op funds for radio spot purchases plugging the discount plan.

Newspaper ad campaign will kick-off in newspapers on Sunday (August 7). Also, Silverman said, distribs will work at their level in aiding dealers in direct mail pitches to disk buyers enclosing literature touting the Verve sale.

Silverman, fresh from distrib conclaves held here and in New York, said reaction to the new product and the enthusiasm with which the return of the "99-er" program was greeted helps confirm his high expectations. The "99-er" drive last year gave this business a shot in the arm, according to the Verve sales chief, and the memory of its success is fanning distrib enthusiasm this time.

KBIG Now on Pop Format

HOLLYWOOD — Still another station switched formats last week, when KBIG, Catalina Island-based outlet, dropped rock and roll, classical and Western disks in favor of a strictly pop music programming policy.

Joe Niagara, ex-WBIG, Philadelphia, deejay who recently joined KBIG, has taken over the 6-10 a.m. time slot. Another new staffer is John Patrick O'Leary, who has returned to KBIG after two years in San Diego radio. Bob Gage, heretofore in KBIG's early-morning tima period, has moved to an afternoon slot.

Somerset Scraps 'Untouchables' LP At Cap Request

HOLLYWOOD — Miller International's Somerset and Stereo Fidelity album, "Music and Sounds From the Era of the Untouchables" was blocked last week in a joint effort by Capitol Records and Desilu Productions. Both felt the album title carried the implication that tha album contained music from the TV series. Actually it has only the "Untouchables" thema with other selections in no way tied to the Desilu telefilmed show.

Thru New York legal reps bringing the matter to Miller's attention, latter agreed to selling tha album and to scrap all covers and printing plates on hand. Capitol was affected by Miller's release of the album since the Coast major is issuing the original music from tha "Untouchables" score. Desilu was a party to the talks since it granted Capitol the exclusive to the sound track's musical content.

Inside Goldie: Tell All About New Record Kick

NEW YORK — Aaron (Goldie) Goldmark, long known on the Al & Dick's scene as one of the really swinging publishers of our time, has recently almost completely dis-associated himself from that field with the result that today Goldmark has become one of the most active indie a.&r. producers.

For months after the inception by Moe Gale, Goldmark's boss, of Gale Records, the diskery seemed almost a phantom label, so few were the releases. People began to ask, "What ever happened to Gale Records?" Today, several years later, they have their answer, as the firm, under Goldmark's a.&r. direction, has become a highly active master-producing organization.

This phase of the activity commenced last year wheo Goldmark recorded Jimmy Jones in the hit, "Handy Man." 'Goldie," as he is affectionately known, has made all of Jooes disks for Cub, including "Good Timin'," and "That's When I Cried," and several albums.

Goldmark is now recording the Five Satins, also for Cub, the Turbans for Roulette, the Wheels for the same label, Joey Rogers for ABC-Paramount, and Charlie Partee for M-G-M. He also made the first Paul Evans bit, "Seven Little Girls, Sittin' in the Back Seat," for Carlton's Guaranteed label. His latest plan now is to record Otis Blackwell.

It's Too Much

On the album front he has just turned out "The Hawk Blows at Midnight," featuring Erskine Hawkins, for Decca. Drawing on his intensive training in longer-haired fields, where he once was a bass player of some note, Goldmark has most recently produced a set featuring Robert Merrill and Vivian Della Chiesa singing the best of Vincent Youmans and Cole Porter ("I mean the best, man, it's just too much") with Gordon Jenkins batoning the date.

"I'm devoting 80 per cent of my time now to making records — hits I hope—," says Goldmark. "Al Stanton is handling most of the publisbing work. The records have just got me I guess. It's tike I get my kicks this way."

NAMM Picks New Officers

CHICAGO — The National Association of Music Mercbants elected a slate of executive officers at a recent meeting here.

Named to the presidential post was Philip Werlein IV. He is the fourth member of his family to be named to the top NAMM post. Ted Korten is the new vice-president; R. Gregory Furham bas been named treasurer, and C. Gordoo Hammann, secretary. Eigbt oew directors have also been elected by the organization.

Name Ertegun to ARMADA Board

NEW YORK — Ahmet Ertegun, Atlantic Records prexy, was named to the executive hoard of ARMADA and attorney-accountant Jordan Ross was appointed executive secretary of the Association last week.

Ross, who is now working with ARMADA's legal counsel, Blanc, Steinherg, Balder & Steinhrook, on bootlegging developments in California, will headquarter at his Chicago office. In addition to Ertegun, the ARMADA board includes Amos Heilacher and Harry Aposolteris.

LIBERTY TESTS PHONE-AD TIE

HOLLYWOOD — As part of its fall program's ad push, Liberty Records has selected Cincinnati to test a teaser campaign employing outdoor and newspaper ads tied in with a phone-answering plug for its product. Color sheets will display Julie London in a tempting pose with a message reading, "Call me wheo you're alone." Only otber copy on the outdoor sign boards witt be a telephone number. Same message adorned by various provocative glimpses of Miss Loodoo will be carried in newspaper ads.

Those lured into calling the number will hear Miss London seductively plug her own album along with others in the Liberty line-up. Labet will alternate five different tapes in the phone-answering device, thereby providing plugs for the full 10 albums in its fall program. Liberty bought 22 outdoor signs in Cincy and will run 16 display ads in Tbe Cincinnati Post and Times-Star. Campaign will run from September 15 to October 15.

Outdoor sign-phone teaser campaign is the hrainchild of Harvey Waldman, account exec on the Liberty account at the Anderson - McConnell Advertising Agency. It's the first of its kind known to be used in the disk hiz.

Best Dealer Mark-up!

VERVE RECORDS
NINETY-NINER
99¢
FOR ANY VERVE MONO ALBUM WITH ANY VERVE MONO ALBUM AT REGULAR $4.98
FOR ANY VERVE STEREO ALBUM WITH ANY VERVE STEREO ALBUM AT REGULAR $5.98
THROUGHOUT AUGUST
CALL YOUR DISTRIBUTOR NOW!
VERVE RECORDS

ITALY'S
NO. 1 SINGING SENSATION
DAMIANO
SINGS THE NO.1 SONG
"VIVERE INSIEME"
(ALWAYS LIVE AND LOVE TOGETHER)
b/w "BOLERO"

C-1054 Chancellor RECORDS, INC. C-1054
DISTRIBUTED BY AM-PAR RECORD CORPORATION

SUPERLATIVE SALVO

Labels Say It With Slogans to Up Sales

By JUNE BUNDY

NEW YORK — Madison Avenue has nothing on the record business when it comes to product slogans. More and more diskeries are utilizing superlative catch phrases on disk's labels and/or sleeves—apparently hopeful that a positive "in print" approach will help singles sales.

Among the newer labels, some of the most imaginative slogans include XYZ Records', "the livin' end in music"; Rx Records', "Prescription for happy times"; and Cover Records', "a 'sound' investment — covers the music field like the dew."

The word "sound" of course, is a major factor in most slogans. It is used as singles sleeve copy by Decca, "A new world of sound"; Warners, "First name in sound"; Liberty, "The most exciting sound in the world — Spectra-sonic sound the ultimate in hi-fidelity"; Era, "The finest sound in recorded music"; Everest, "The tops in pops. The tops in sound"; Rendezvous, "The full hi-fidelity sound"; and Musitron, "Imagination in sound."

Other label slogans include Roulette, "Dynamic high fidelity"; Spin Records, "They're tops"; Brunswick, "Your new pop label. It's better on Brunswick!"; Kool, "Look to Kool for the Hits"; Mercury, "Music for Every Mood"; Dot, "Ultra high fidelity, the nation's best selling records"; Palette, "Color in music," and Vim, "Variety in music."

The search for new label names is also sending some manufacturers rather far afield for titles. Girls' names are strongly in evidence among the newer platteries—Anna, Linda, Beverly, Lorraine, Dixie, Pamela, Sue and Pam. Animals, birds, insects and mythology are represented by Dragon's Breath, Nightingale, Rod and Swallow; Beehive, Bat, Firefly, and Demon.

In a wishful superstitious vein are Hitt, Luck, Destiny, Revelation, Applause, Praise, 'Happy Heart, and Glad. Other unusual new label names in the singles field are Paradise, Vesuvious, Yucca, Hush, Skoop, Sir, Heartbeat, Giltedge, K r e k o, Alki, Apache, Prism, Zero, Offbeat, Maverick, Companion, Goode, and Wig.

The Billboard

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

ONE STOPS

Miller Newmark One Stop
5743 Grand River Ave.
Detroit 8, Mich.

Moore One Stop Record Shop
4464 Shively Center
Louisville, Ky.

One Stop Record Shop
1399 Central Ave.
Middletown, O.

Pueblo News Co.
Phonograph Division
945 E. Evans Ave.
Pueblo, Colo.

Tunes 'n' Tones Record Den
1640 W. Cumberland Ave.
Knoxville 16, Tenn.

Western Record Dist.
300 E. Indiana, Midland, Tex.
5846 W. 25th St., Wheat Ridge, Colo.

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Please send me, by return mail and postage prepaid, ... copy(ies) of the 108-page Billboard 1960 Record Industry Source Book & Directory. Payment (50¢ a copy) in the amount of $ .... is enclosed (payment must accompany order).

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Talent Firm Sues Etta James, Others

CHICAGO — The Magnum Talent Corporation, a personal management firm headed by Gregg Harris, is seeking a temporary injunction against recording artist Etta James and five other defendants in United States District Court here. The summons, filed here last week, also names as defendants Al Benson, WGES disk jockey; Abbey Mallory, Harvey Fuqua, Billy Davis, Universal Attractions, and other unknown defendants.

According to the complaint, on February 6, 1959, Miss James signed a three-year contract with Magnum, after which time Miss James notified both Chess and Universal that Magnum no longer represents her.

Specifically, Magnum seeks an immediate temporary injunction restraining each of the defendants "from disposing, distributing or otherwise interfering with such records, documents, checks, cash, currency or other assets belonging to Etta James or relating to her gross compensation as may now be in their possession or control."

It also asks for a declaratory judgment that the contract is valid and for an accounting of Miss James' gross compensation since February 1 and for the payment to Magnum of all money due it, together with costs involved in the legal action.

Magnum alleges that it advanced Miss James large sums of money, citing a January 13 judgment in Chicago Municipal Court. The judgment was that Miss James owed Magnum $1,640 for advances, expenses and unpaid commissions.

Also cited in the complaint was the recording contract with Chess and the use of Magnum personnel in obtaining a release from Modern Records of Los Angeles for Miss James.

Produced as an exhibit was the contract which cut Magnum in for 20 per cent of Miss James' earnings.

Also sought in the complaint was an accounting of royalties Miss James received from Chess for "All I Could Do Was Cry," which appeared on the Argo label. A similar accounting for engagements booked thru Universal Attractions is sought.

Billy Davis, composer of "All I Could Do Was Cry," is charged with having records of the sale of the disk. Al Benson is charged with interfering with the contract between Miss James and Magnum. Similar charges are levied against Abbey Mallory and Harvey Fuqua. All three are alleged to have advised Miss James to break the contract. And all are charged with having documents relating to Miss James' gross compensation.

Best-Selling Pop Records in ITALY

Week ending August 5, 1960
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	
2	1	SCANDALO AL SOLE—Percy Faith (Philips)
1	2	SERENATA A MARGELLINA—Sergio Bruni (V.D.P.) Cori Sandons (Durium)
3	3	IL NOSTRO CONCERTO—Umbarto Bindi (Ricordi)
9	4	IMPAZZIVO PER TE—Adriano Celentano (Jolly)
5	5	WORDS—Pat Boone (London)
10	6	STAIRWAY TO HEAVEN—Neil Sedaka (RCA)
11	7	MY HOME TOWN—Paul Anka (Columbia)
8	8	PERSONALITA'—Caterina Valente (Decca)
4	9	PUPPY LOVE—Paul Anka (Columbia)
12	10	NESSUNO AL MONDO—Peppino di Capri (Carisch)
6	11	UE' UE' CHE FEMMENA—Aurelio Fierro (Durium)
7	12	CORIANDOLI—Mina (Italdisc)
14	13	MORGEN—Eddie Calvert (Columbia)
16	14	STI 'MMANE—Nunzio Gallo (Vis)
—	15	OH, OH, ROSY—Rocco Granata (Bluebell)
15	16	STUCK ON YOU—Elvis Presley (RCA)
19	17	CINZIA—Tony Dallara (Bluebell), Rick Valeote (Music)
20	18	MUSTAFA—Straiffi (Vogue)
—	19	IL BARATTOLO—Gianni Meccia (RCA)
17	20	CATHY'S CLOWN—Everly Brothers (Warner Bros.)

Riverside Bows 6 LP's

NEW YORK — Riverside Records has gotten into the spoken word comedy act with the release of its George Crater "Out of My Head" album this month. Crater is the comedy jazz columnist for Down Beat Magazine.

Other jazz issues by the company include another in the Cannonball Adderley Presents series, this time it's Don Wilkerson, a tenor saxist; "Really Big," which features the big band sound of arranger Jimmy Heath; and a stereo only version of "Thelonious in Action." The other two musical albums are available in both stereo and mono.

The Jazz Archives subsid of the same company features a set by Jelly Roll Morton and a coupling of sides by Jack Teagarden and Pee Wee Russell. Also five new albums bearing the $1.98 Wonderland children's imprint are on the market this month.

Hub Jazz Fiesta

• Continued from page 4

The jazz festival will be the family funspot's first nighttime attraction.

Ex-deejay Prescott has brought prosperity back to the park, which folded last year. He apparently has done it with a one-price policy, "Pay one price and ride all the rides free all day long," and envisions opening up the spot as a center for cultural activity such as the jazz festival, which, if successful, will be followed by legitimate theater shows, musical comedies and concerts.

In addition Mathis will do a special TV show called a "Salute to Youth" September 7.

GERMAN *Newsnotes:*

• Continued from page 6

Northern Germany

and Kjeld, the young Danish singers famous for "Banjo Boy"; **Nina and Frederik**, the well-known Danish singing couple who recently got engaged and want to marry by the end of this year will come out soon with a version of "Itsy Bitsy" on Metronome, and British teen-age star **Laurie London** will sing this tune on Electrola.

Maureen Renee has recorded for Polydor the first vocal version of "Theme From a Summer Place," following the great success of the **Percy Faith** orchestra disk, released here as "Wenn der Sommer Kommt" (When Summer Comes). German lyric was written by **Hans Bradtke.... Gus Backus** has just recorded German versions of two American best sellers on Polydor: "Running Bear" entitled "Brauner Bar und Weisse Taube" (Brown Bear and White Pigeon), lyrics by **Hans Bradtke**, flipped with "Blue Boy," the German version of **Conway Twitty's** "Lonely Blue Boy," lyric by the same author.

"Dein Zu Sein" is the German title of "We Got Love," written by lyricist **Nicholas** and sung by **Rex Gildo** on Electrola.... Popular teen-age actress and singer **Heidi Bruhl** has reached more than half a million sales of her recording "Wir Wollen Niemals Auseinander Geh'n" (We'll Never Part).. "Soft as the Starlight" has a German lyric now called "Unsere Liebe" (Our Love) sung by **Melitta Berg** on Polydor.

Southern Germany

Nicht So Leicht," on the Electrola label.

West Germany's Deutsche Grammophon and Hungary's Qualiton label will exchange recordings. The first German-Hungarian LP will be the "Kroenungsmesse" by **Franz Liszt** to celebrate the composer's 150th birthday next year. It will be recorded in the Coronation Church in Budapest.... Two songs were written for a new Italian fim by **Nino Roa**: "La Dolce Via" the title song), and "Parlami di me." Both titles are recorded by **Carla Codevilla** on the Ariola label, and published by Melodie der Welt.

Willy Dehmel has written the German lyrics "So Wie Ich Dich Liebe" for U. S. hit "Just as Much as Ever," sung by **Maria Deyn** and the **Perrys** on the Ariola label.... **Herbert Beckh**, conductor of the Dance and Variety Ork of the Bayerischer Rundfunk, spent a five-week holiday with his wife in the States. They traveled from Coast to Coast.... **Victoria de Los Angeles**, famous Spanish soprano, now at the Met, will guest star at the Munich Opera Festival next year.

Ram Expands

• Continued from page 4

lead, and the Kampus Kids, a vocal group. Crane also operates his own recording studio in Cleveland and operates road tours thruout the country.

As head man of Ram's new Cleveland branch he will screen new talent and promote disks and activities of artists now managed by Personality Productions. Ram, in turn, will devote more time to his songwriting and free-lance recording of artists for other labels (i.e., his recent tie-up with Felsted to produce masters, etc.).

Meanwhile, Ram is enjoying a revival of his old song hits. Brenda Lee has cut "Headin' Home," a 1955 Ram click. Bobby Rydell has sliced "The Great Pretender," the Platters' 1955 smash. Another Platters hit, "Only You," was released recently in a Flamenco version on ABC-Paramount.

Ram also has 10 tunes in the Platters' album "Encore of Golden Hits" (on the charts for the past 26 weeks); and six songs in the Platters' new package, "More Encores of Golden Hits."

Mathis Tour

• Continued from page 4

which is actually following what might be considered a TV spectacular format, with four production numbers, is being choregraphed by Hermes Pan who staged the two award winning Fred Astaire TV-ers.

Mathis' manager, Helen Noga, is executive producer for the show and her firm, Noga Productions, will present it.

The tour kicks-off in Russ Auditorium, San Diego, Septmeber 2 and 3; moves on to the Greek Theater in Los Angeles from the 5 to the 11; and then up the coast for five days, from the 13 thru 18 at the Geary in San Francisco; and then on to Vancouver, Portland, Seattle winding up at Edmonton, Canada.

Liberty Issues

• Continued from page 4

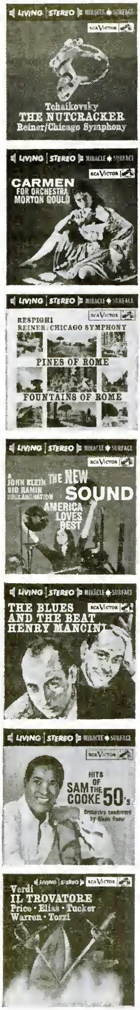
(jewelry for salesmen's wives, other item for spouseless salespeople). Of the salespeople who go above quota, the five top ranking window-getters in the country will receive cash awards. These will be in addition to other cash incentives offered salesmen who deliver during the course of this program.

Distrib promotion men are in for a cash bonus of their own. They will collect a nickle for every newly released Liberty album sold in their respective market areas between September 12 and November 30. Purpose of this is to inspire promotion men to work hard in gaining exposure for the new product at the outset of the campaign with the knowledge they will reap their benefits later. Furthermore, it is intended to serve as an incentive to keep the promotion men looking on the new releases after the fall push closes at the dealer level on September 9. Thus, it is hoped intensive air play will continue on the new releases until the end of November to keep consumer interest alive in Liberty's line-up.

Large full - color three - dimensional cut - out window displays have been designed for dealer use. These will contain special panels devoted to such Liberty artists as Julie London, Martin Denny, the Chipmunks and others. Point of sale material including full-color catalogs and mailing pieces will be made available for dealer use. Merchandising campaign will be an all-out drive, marking the biggest single effort by the label in this field.

Similarly, Liberty has appropriated the largest ad budget in its history to support the program. This includes a major consumer ad campaign hitting High Fidelity Magazine, the New Yorker, Esquire, Playboy and the Dell-Modern group magazines, among others. In addition, co-op ad funds have been allotted for use within the respective market areas.

Your key to **SALES RESULTS—** *the advertising columns of* **THE BILLBOARD!**



Hear it now . . . sell it now . . .
the most exciting new
sound in the land!
Twenty-three new Pop and
Red Seal albums from
RCA Victor, featuring the
world's greatest artists
in stirring high fidelity,
on regular L.P., or in
Living Stereo with exclusive
Miracle Surface!

THE NEW SOUND AMERICA LOVES BEST

backed by......................

RCA VICTOR

THE KIND OF PROMOTION YOU LOVE BEST

RADIO & TV. One-minute color-television spots scheduled on major NBC-TV Fall programs! 30- and 60-second transcribed radio spots!

MAGAZINES. Over 100,000,000 prospects will see these albums displayed in full-color . . . in full-page ads . . . in a saturation campaign that includes Life Magazine, The New Yorker, Esquire, The Saturday Review, The New York Times, High Fidelity, and Cosmopolitan!

A TWELVE-PAGE CATALOG SUPPLEMENT features full-color illustrations of all the "New Sound America Loves Best" albums! Also . . . a brand-new low-cost "Music America Loves Best" catalog! "AS SEEN IN LIFE" Cards for display on counters or in windows.

AD MATS. The entire "New Sound" release in a 600-line ad, a 1000-line ad, and a 2400-line full-page ad. Also, individual 280-line ads for Pop and Red Seal albums. All are complete with handy shopper's coupon

THE WINDOW DISPLAY OF THE YEAR! Color! Motion! Counter-revolving visual spectacular for major store locations. Shows twenty-four new albums almost full-size in the smallest possible space.

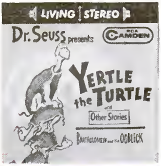
SPECIAL WINDOW DISPLAY FOR SMALLER STORES. Eye-catching blow-up of color ad, framed for window or wall display!

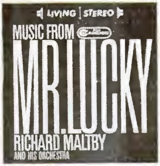
THE "BEAUTIFUL HAIR BRECK" PREVIEW L.P. WILL PRE-SELL MILLIONS OF RECORD BUYERS! Breck will offer Preview L.P.—in Regular L.P. or Living Stereo—through beauty salons, supermarkets, department stores and drug stores from coast to coast! Breck will promote Preview L.P. with full-page color ads in 15 important magazines . . . one-minute TV spots on major network shows . . . 55,000 point-of-sale items ranging from sales presentation folders to huge floor stands . . . plus 4 million combination packages featuring record offer!

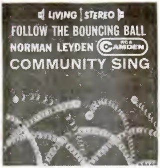
PENNANTS. Colorful Over-The-Wire hangers that can be displayed almost anywhere in the store! They show the entire release in full color!

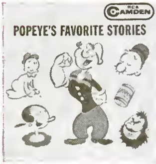
PUT THIS MILLION-DOLLAR PROMOTION TO WORK FOR YOU...ORDER NOW! RCA VICTOR

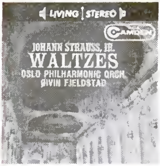
THE RECORD VALUE AMERICA LOVES BEST

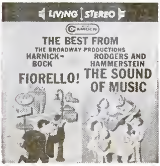












NEW 10-ALBUM RELEASE FROM RCA CAMDEN

RCA CAMDEN

Only $1.98 each Regular L.P. and $2.98 each Living Stereo for top pop and jazz stars, show music, children's records . . . with a promotion that includes:

- A striking, full-color display!
- An 18-million-impact magazine campaign!
- Ad mats in 3 sizes for local papers!
- A 4-page catalog mailer!
- Transcribed dealer radio spots.

BACKED BY THE BIGGEST "SINGLES" CAMPAIGN EVER...THE RCA VICTOR-REMINGTON "BE A HIT AT SCHOOL" PROMOTION!

This huge half-million-dollar promotion will spotlight six top-flight RCA Victor artists, including the Browns and Della Reese. Their newest singles will be plugged in massive advertising and display campaigns! Promotion starts this month with a two-page spread in LIFE magazine! Be ready! Order now! RCA VICTOR

HENRY MANCINI
THE BLUES
BIG NOISE FROM WINNETKA

NEIL SEDAKA
YOU MEAN EVERYTHING TO ME
RUN SAMSON RUN

SAM COOKE
CHAIN GANG
I FALL IN LOVE EVERY DAY

JEANIE JOHNSON
JOHNNY MY LOVE
WISHING WELL

DELLA REESE
AND NOW
THERE'S NOTHIN' LIKE A BOY

THE BROWNS
WHIFFENPOOF SONG
BRIGHTEN THE CORNER WHERE YOU ARE

Instrument Manufacturers

• Continued from page 4

ments, electric organs and pianos. The spokesmen for the manufacturers ask to have these items put on the list of commodities for which the U. S. will ask lowered duties in foreign countries importing the American-made instruments.

Spokesmen for the burgeoning electronic organ manufacturers, including Baldwin Piano Company, Conn, Wurlitzer, Lowery and Hammond, want tbe U. S. to get tariff concessions abroad for this "comparatively new industry." Other countries should at least reduce their import duty to America's 20 per cent level, and if American tariff is lowered, all other countries should lower their duties proportionately.

The Baldwin statement notes that electronic organ manufacturing is on the rise all over the world, as well as in the U. S., where in 1958 some 88,559 units, valued at $65,250,000 were manufactured. A large percentage of the instruments are spinet type for home use, which are outstripping the number made for cburches. Organ spokesmen say 1958 figures are far above tbe 1954 production value of $30,832,000 and manufacture is expected to show over 100,000 units in 1959 in tbe United States.

Exports are now only 10 per cent of domestic electronic organ production, but could grow rapidly in a more favorable tariff situation, spokesmen say. An American organ of this type worth $1,000, when sold in England must retail at $2,400 to cover 33 per cent duty, plus distributor's 20 per cent and retailer's 50 per cent markup. The spinet organs made in Great Britain retail at 300 to 400 pounds sterling, but American makes cost 465 to 720 pounds sterling to British consumers.

Plea for Pianos

The National Piano Manufacturers' Association, comprising 29 companies, in statement and oral presentation by W. W. Kimball Sr., ask to be put on the list of foreign concession items when Uncle Sam talks trade in Geneva. They want increase of the present U. S. 17 per cent import tariff, and an end to domestic excise tax on pianos, or the industry "may die." Kimball said lack of tariff protection here led to a buy of 58 Japanese pianos by the Los Angeles School Board, because of the $300 price saving as against domestic makes. One Japanese plant makes 30,000 units a year, said Kimball—equivalent to production of the two largest American plants.

The firm of Cundy Beltoney, manufacturer of flutes, clarinets and other woodwind instruments, asks "Why, why, why?" their product has been put on the "President's little list" for possible tariff concession to benefit foreign imports. Arthur Hastedt, the company's vice-president, says he bas written innumerable statements, in 15-copy duplicate, explaining the precarious position of this small, bandcraft industry—in which imports of foreign make clarinets constitute nearly three-quarters of the whole American market.

Hastedt points out that woodwinds are given only a 15 per cent protective tariff, while a mass-produced item like "sewed, snap-on fasteners" gets a 60 per cent tariff protection. Guitars still retain 34 per cent protective tariff domestically, altho cost of importing rival foreign makes is far higher than transporting the small woodwinds, and much of the guitar manufacture can be done by machine, Hastedt says.

Conn instrument makers say present U. S. tariff is also too low on the brasswinds. Conn spokesman Cbarles M. Edwards wants restoration to 40 per cent import duty, and quotas tightened, to protect the home industry. Sidney M. Katz, president of Kay Musical Instrument Company, Cbicago, speaking for the National Association of Music Merchandise Manufacturers, said that within the last 10 years foreign producers have captured the entire non-U. S. market, whereas in 1930, American instruments sold in markets all over the world.

Other spokesmen battling for tariff protection included William F. Ludwig Jr., chairman of the tariff committee for the National Association of Band Instrument Manufacturers, Inc., of Cbicago, and Perry S. Patterson, of the Wasbington law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, for the juke box manufacturers. (See Coin Machine section.)

HOLLYWOOD — Tops Records has signed James, Pamela and Portland Mason to record a series of albums devoted to Bible stories for children. First package will include the story of Noah's Ark and will feature an array of animal cut-outs on the album's back cover for youngsters to manipulate into and out of the illustrated Ark.

Albums in tbe Mason Family series will be priced at $3.98, adding to Tops growing roster of full - price merchandise. First release is set for October.

Commies Pirate U. S. Tunes

• Continued from page 4

50,000 watts, putting it par with the biggest U. S. commercial stations.

Its budget of $3,000,000 annually represents quadruple this amount in terms of relative purcbasing power of the U. S. dollar and the East Gcrman mark.

The station boasts the latest equipment, mucb of it specially developed by the Communist bloc's leading electronic brains specifically for its music mission.

Station 904 is known in spy parlance as a "black" transmitter—a station pretending to be what it isn't. In this case, 904 woos Western listeners, posturing as an anti-Adenauer West German station situated in West Germany — not East Germany, as is the case.

Hence, American pop music, which is the staple of European musical listening fare. Some of it is the original version, and some of the reworked German version. But it is all American pop, a palpable, if left-handed, tribute to American music.

The piracy has to he perfect if 904 is to deceive—and please—its listeners, the more so since the station seeks to snare Bundeswehr troops.

Morevore, it has to be hip. The music masterminds at 904 obviously try to keep atop the top tunes. The station even boasts a Red "hot 100" list wbich it works off for programming.

Defense ministry sources state that copies of the Overseas Billboard are being smuggled into East Germany, some of them for Red propagandist perusal. The Billboard top-tune listings apparently guide 904 programming.

The station, despite its propaganda plugging, operates along American commercial lines. Its listening fare is about 85 per cent pop music, and the propaganda is broadcast as "commercials."

The Reds even bave a "public service"-type commercial—instructions to Communist spies operating in West Germany. Tbese instructions are coded after the wartime technique of the BBC, and are interlarded with the hijacked hit tunes.

Frankly, Freedom Transmitter 904 stings the Adenauer government. Defense ministry officials are quite frank in saying so. "It's the music that lurcs listeners," the counter-intelligence officials who monitor 904 told me. "There is no doubt they do an astonisbing job with hit tunes."

Chancellor Konrad Adenauer keeps adjuring his Germans to keep their dials away from 904. But the Chancellor's citizens respond that 904 apes Western pop music stations with such fidelity that usually tbey can't identify it until the "commercial."

But a good many West Germans will tell you confidentially they like to listen to 904 because of its jazzy pop music format. "It's like listening to any commercial station," a young Bundeswehr soldier told me. "You can always ignore the 'commercial'—after all, we're not children about communism—hut the music is good, much better than most of what we get over our own radio."

Many observers feel that the German GI's complaint strikes at the hub of Adenauer's problem with 904. West Germany, in common with most of Europe, bas wbat amounts to state-operated radio—radio which tends to be long on culture and sbort on pop music, which many stuffy station programming chiefs consider declasse.

This attitude opens a clear avenue for the East German Communists, down which they are rushing full tilt. And best of all—from their viewpoint—the American pop tunes tbey jingle so joyously don't cost them a cent in royalties.

A HIP SERVICE

NEW YORK — Indie disk flack Buddy Basch reports that there is a service in Vienna where you can dial 1561 and bear "the top tune of the week."

Now he's trying to find out what operator he has to contact to make a plug for his own disk artist clients.

Best Dealer Mark-up!

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THROUGHOUT AUGUST

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b/w "MAD LAD" chess 1763

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"TERRY'S THEME"
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MUSIC REVIEW

Davis Sets Vanguard Fans Jumping

Miles Davis' quintet, with saxist Sonny Rollins, is proving an exceptionally strong commercial draw at the Village Vanguard, New York, and at the show caught late Thursday night the room was literally jammed. That the musician who has been described by many jazz critics as the most significant trumpet player of our day is able to enjoy such commercial success is indeed gratifying. Davis' popularity is apparent not only in personal appearances, but also on his Columbia disks, which are very strong sellers.

The quintet attains much of its effect thru the building of the elements of tension and pulse. Miles Davis, interestingly enough, will often accentuate this tension thru the device of quietly understating his passages. He is a remarkable stylist, particularly in the middle and lower ranges. Sonny Stitt blows both the tenor and alto horns, varying from a fluid, relaxed technique to moments of driving energy. The exchanges, wherein Davis and Stitt develop themes one after the other, is a wonderful display of improvisation. Many of the audience were obviously in protoplasmic harmony with the proceedings; that is, their neurons were jumping. Paul Ackerman.

Off-Beat Labels

• Continued from page 3

with the Bell Notes, and started moving with his version last week. Right now both Goldner and Uttal are out plugging their disks.

Another waxing that is starting to grab sales is "Yogi" by the Ivy Three on the Shell label. This record is being distributed by the Amy-Mala combine, and has been getting stronger by the week. There is a cover on "Yogi" on the Swan label, but to date the Shell version appears the winner.

Epic Records last week purchased a record that is also grabbing sales action. The disk is by a group called the Three Stooges (not the comics) and the sides are "Sinkin' the Robert E. Lee" and "You Are My Girl." It was originally released on the Signet label, and Epic snapped it up within a few days of its release. There are no covers on this one yet.

Latest off-beat disk that appears to be gaining a smattering of attention is a waxing titled "Mr. Custar" on the Era label. This slicing, released only last week, has already received attention in the trade.

A few companies in New York are interested in purchasing a record titled "The Riddle of the Papawhos" with Danny Staton on the Almar label, which is getting scattered action around the country. Label is owned by vet record man Jack Angel. As yet no deal has been set but two companies are hot and heavy after the disk.

Payola Hearings

• Continued from page 3

not loom as large as matters of civil rights and defense, still the Harris legislation comes to the Senate with an overwhelming House vote, and universal approval of its clean-up provisions on broadcast payola and TV quiz frauds.

However, if the Senate insists on substantial changes in the forfeiture and suspension provisions, and the House does not agree, the bill could never reach Senate vote, or could even die in committee. (The Billboard, July 4, July 11, 1960.)

Columbia Talent

• Continued from page 3

Dottie Walters, who is the daughter of vet record man Walt Heebner. In the Masterworks division, Chapin has signed pianist Ivan Davis.

Townsend also recently added to the Columbia roster a strong trio of jazz names including Andre Previn, the Lambert - Hendricks - Ross Trio and Charlie Mingus, as well as hip jazz warblers, Jackie Cain and Roy Kral. The signings will go on, it is understood, as long as the Columbia a.&r. men feel that the new talent they run across is worth latching on to.

'Big D' Back

• Continued from page 3

for a time, Dolan says, but business took a nosedive once the kids got out of school. Ed McLelmore still owns and operates "Big D Jamboree," which is presented at the Sportatorium there each Saturday night. Most of the talent booking is done by Lawton Williams, author of "Fraulein," and a top deejay at KCUL, Fort Worth-Dallas. Last Saturday's (6) guest on the show was Claude Gray, Dee Records artist, with Mitchell Torok, who now resides in Dallas, set for an early guest shot.

On August 13, the "Big D" cast plays Celina, Tex., while the Brenda Lee package, with Johnny ("Running Bear") Preston and the Hollywood Argyles occupies the Sportatorium boards. The Brenda Lee unit is piloted by the veteran promoter-manager Oscar Davis. The "Big D" road man, Lawrence Thacker, and Davis left there last week to join the Brenda Lee show in Miami.

Country music was struck a blow last week with the report received here that "Louisiana Hayride," Shreveport, will close its doors after the August 27 performance. "Hayride," presented each Saturday night, has been in operation nearly 14 years and is one of the most popular of the so-called jamboree-type country music shows.

Camden Budget

• Continued from page 3

tion of kiddie material to Camden, Clark noted, rounds out the line fully.

Clark stated that plans for the future would involve a considerably heavier product budget in line with the quality concept. The amount of new material as against vault items has steadily risen, and this will continue. This is indicated by the large quantity of stereo packages in the catalog — 77 as pared with 175 mono albums.

Analyzing product sales over an extended period, Clark noted that nine of the label's top 15 sellers are name artists, including Perry Como, Kay Starr, Eddy Arnold, Mario Lanza, and in the inspirational field, George Beverly Shea.

Cap Net Sales

• Continued from page 3

previous year, net earning was $2,756,770 per share.

In his letter to stockholders, Wallichs stressed Capitol's strong position, pointing to its more than $12,500,000 working capital, to its newly completed West Coast plant, constructed with its current funds (without borrowing), to the firm's successful acquisition of top-selling Broadway original-cast albums, and to its release of other top-selling disks.

GIVE TO DAMON RUNYON CANCER FUND

Motorola Phonos In Special Show

CHICAGO — Motorola, Inc., proved it's putting its money where its mouth is this week, when a special distributor meeting was held to highlight exclusively the stereo phonograph line. Previously, Motorola and its other multiple consumer electronics products competitors lumped multi-channel audio playback in among TV and radio. To further accentuate the emphasis on disk playback, the Motorola line is far more expansive, price, style and wattage-wise than its 1960 predecessor.

Biggest upgrading stems from its portable line. Motorola saleswise has shown the biggest gain fundamentally in phonographs. Starting at $34.95 and graduating to $49.95, Motorola has two brand new stereo manually-operated phonos. The low-priced job is $5 under last year's low for the line while the $49.95 unit is a variation of the SH 12 and SH 18 automatic changer instruments which peaked the Motorola portable sales in the past. The upper-end portables from $99.95 to $199.95, five different models, offer easier carryability. The models are slimmer and trimmer because the record changer is so mounted that a portion of the mechanism extends below the bottom of the cabinet in a ventilated molded plastic pod, which acts as a hidden shelf on which the cabinet stands. The 10-watt $179.95 and 14-watt $199.95 portables feature Motorola's three-channel, three amplifier stereo system, utilizing the non-directional bass in the middle, with two separate treble speakers on either side. This same "three-channel" innovation of 1960 line continues thru all consoles except a $199.95 price leader in the 1961 line.

Motorola's stereo console line has been expanded from six models last year to nine models this year, featuring a complete restyling of the line in a greater variety of woods and furniture decors. With prices running from $199.95 to $500, wattage runs 10 to 51 EIA Music Power Output, which in terms of last year's measurement of power, Instantaneous Power Output, would be a major hike in power from 20 to 102 watts. The 1961 Motorola console series features optional AM-FM tuners on six of the seven consoles.

The upper-end Motorola console line, featuring cabinetry by Drexel, shows four new cabinets, whereas last year's line featured three Drexel consoles. Price for the instruments runs from $625 to $695. The peak priced Motorola consoles, featuring cabinetry by Heritage, announced in January, but not delivered consumer-wise till now, offer two lavish consoles, the Laureate at $895 in mahogany and the Cantonesian in walnut at $995, a climb of almost $300 over anything previous in the Motorola phono line. Both Drexel and Heritage boast 51-watt peaks.

The $457 and $500 Motorola stereo consoles, all four of the Drexel consoles and both Heritage consoles feature Motorola's Vibrasonic reverberation feature (The Billboard, August 1). Motorola's reverberation unit differs from those previously introduced by competitors in that they utilize a separate seven-watt amplifier and speaker for reverberation acoustically while others electronically boosted their reverberation thru existing amplifiers and speakers.

All Motorola consoles from $299.95 feature the exclusive Motorola Golden Duplitron ceramic cartridge with diamond and sapphir styli. Motorola claims the new cartridge rivals the performance of magnetic cartridges and additionally its unique design eliminates lint accumulation between cartridge and stylus.

Based upon the success of its widely used "paddle ball" demonstrator of 1959-'60, which allowed salesman or customer to demonstrate separate stereo channel effects, Motorola has introduced a new and exclusive "balance-verifier" switching system on its two high-end Motorola consoles and all the Drexel and Heritage all-in-ones. This permits independent on-off switching of all three channels for precise balancing adjustments. Five of the Motorola consoles and all Drexel and Heritage consoles feature a unique circuit guard, a circuit breaker which replaces the conventional fuse, permitting the user to put his set back in operation in event of excessive power line surges which would normally blow a fuse and result in a service call.

Philco to Use 'Auravision' Demo Disk

NEW YORK — The Philco Corporation has ordered more than 225,000 copies of the new sight and sound "Auravision" record from the transcription wing of Columbia Records as direct mailing pieces demonstrating Philco's new reverbaphonic sound conditioning device.

"Auravision" is the name applied by Columbia to its new sales tool which teams sound with printed word. It is a small plastic record. The specific disk being used by Philco, teams music by Percy Faith with a message for the instrument maker by Patrice Munsel.

A national advertising and department store mailing will invite customers to write in for the free demo record. Playing it at home, the customers will be able to note the difference between their present equipment and Philco's reverbaphonic sound.

IHFM ON BLACK SIDE OF LEDGER

HOLLYWOOD — Institute of High Fidelity Manufacturers is now in the black, as opposed to a $17,000 deficit last February and a $65,000 contingent liability. Latter has been resolved, according to IHFM prexy Ray Pepe, who expects the Institute to show approximately a $15,000-in-the-black-position at the end of its present fiscal year.

Phono-Only Show Could Set Trend

CHICAGO — Motorola, Inc., may have kicked off an important merchandising and marketing trend among multiple (TV-radio-phono) electronic consumer products, when the major manufacturer emphasized almost exclusively its 1961 stereo phono line at a regional distributor meeting here Monday (1), which was duplicated earlier in New York and will be staged later for the Western States. While Motorola spokesmen admitted that "the stereo phono line was late in production," it was emphasized that based upon the fact that Motorola "is 40 per cent ahead of last year in the sale of stereo," firm feels a separate meeting on the new line and its features was necessary.

Ed Taylor, executive vice-president, claimed that "Motorola is a leader in sales among stereo manufacturers, accounting for more than 30 per cent of the industry's stereo console sales listing over $300 and about 25 per cent of available business in portable units selling for $100 or more."

In introducing the new line (see separate story), Motorola execs also outlined the most aggressive sales promotion and point of purchase program, stressing stereo playback only, shown by a multiple consumer products' maker. Not only does Motorola have a six-LP record package formulated with Command and Grand Award, but the

(Continued on page 20)

STORE-TESTED PROFIT POINTERS FOR DEALERS

Tape Conversions Ease Profit Loss

One problem facing every retailer is when to take his losses. The longer merchandise sits on the shelf waiting for the right customer to come along, the more it costs in terms of capital tied up and in display space. If you're like most dealers who stock tape equipment, the chances are you still have some two-track tape recorders which fit into this category. Under normal conditions, good retailing practice would dictate a clearance sale to realize as much cash as possible on them and clear the decks for new merchandise. However, there's another way out. Many older machines—some 75 per cent of all two-track machines actually sold, according to Hy Post of Robins Industries—can be converted to four-track operation with a minimum of time and effort on your part; and even some monaural machines can be converted to four-track playback decks.

The cost to you of converting the average Pentron or Wilcox-Gay stereo tape recorder to four-track stereo playback is less than $25; and for a complete conversion, less than $30. By making the conversion yourself, or turning it over to a local serviceman, you can offer your customers up-to-date equipment and avoid taking the beating you'd have to if you decided to dump them. There are several types of conversion kits avilable for different recorders. Some manufacturers, such as Viking and Ampex, supply kits for their own models which involve removing an existing two-track head assembly and installing a new one. The unit includes both erase and record heads. A simpler and less expensive approach is that taken by Robins Industries, which markets four-track replacement heads identical in size and wiring to the

(Continued on page 41)

NEW AUDIO PRODUCTS

U. S.-Made Miniature Recorder

A miniature portable tape recorder, wholly made in the United States, is one of the leading items in the new 1961 line of Telectro Industries' tape recorder line. The company, which markets its recorders thru its Telectrosonic Consumer Products Division, claims that this miniature portable is the first of its type to be completely made in the United States.

The unit weighs only seven pounds and has over-all dimensions of 3 by 6⅛ by 10¾ inches. It operates on seven penlite, size AA batteries, and, with an adaptor, can be used on current supplied by an automobile battery or in the house.

The recorder uses three-inch reels and can record 1⅓ hours at its 1⅞ speed. It also records at 3¾ inches per second. The machine, which is designated MR511, lists at $129.95.

Three-Speaker AM-FM Radio

Curtis Mathes of Dallas is now producing a nine-tube AM-FM radio that contains three speakers. The speakers are a 12-inch woofer, a 6-inch midrange horn and a 4-inch tweeter. Curtis Mathes claims that the unit is the only table model radio that covers a range of 50 to 15,000 cycles, the range found most often in consoles.

The instrument itself can be turned into a console with the addition of four legs which cost $10 over its current price.

The new radio generally lists at $149.95 but is specially priced for the summer only at $129.95. An extension enclosure is available which contains a six and four-inch speaker.

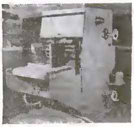
Mono-Stereo Combo

A monophonic record-playing combination that can easily be turned into stereo is a feature of the new 1961 Setchell - Carlson line. The main unit holds the record changer, which plays both mono and stereo records, amplifiers, AM and FM radios. The addition of matching speaker, Model 4814-B, picks up the second channel.

The wood selections include African mahogany, cherry, American walnut, and the cabinets are hand-rubbed.

The speaker set - up includes four eight - inch horns and one four - incher. The suggested list price for the one-piece unit is $149, while the additional speaker in matching cabinet is $78 extra.

Record-Packaging Machine



An automatic record wrapper has been perfected by the Serv-All Machinery Company of Elizabeth, N. J., which automatically encases 12-inch LP's in polyethelene or vinyl wrappers. The company rates the speed of the machine at 1,440 12-inch disks per hour.

The machine uses the heat shrinkage principal for its operation. There are two attachments — a feed mechanism at the front and a shrink tunnel at the rear. The machine's basic equipment includes electronic heat sealing units for the sealing of all sides of the package, an adjustable electric eye for accurate registering of various sizes of package and an electric counter.

The Serv-All sealer sells for $6,450, while the feed and tunnel attachments are $450 and $550 respectively.

(Continued on page 20)

Coming in the September 19 Issue:

The Billboard's Annual

PHONOGRAPH DIRECTORY

The record/phono dealer's complete buying and selling guide to all makes and models of phonograph equipment

How record/phono dealers use the detailed data in Billboard's Phonograph Directory Issue*

To Check	As a Sales Tool	To Find	As a Check-List	Plus
present lines against available equipment	for use with phono customers	other phonos to add to present lines	for fall and winter buying	nine other specific uses listed by record/phono dealers

*based on actual dealer statements following distribution and use of last year's Billboard Phono Directory Edition. Uses are listed in order of frequency of mention by dealers.

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HOW CLOSE TO 100% CAN YOU GET?

As Michelangalo once said (and he should know): "Trifles make perfection, but perfection is no trifle."

His words describe, far better than ours, the rigid quality controls at Columbia Phonographs. For example, last year Columbia posted an "A-Q-L" ("average quality level") record of 97.3% perfect on arrival—an all-time high for the entire phonograph industry.

This means that in better than 97 cases out of 100, Columbia Phonographs arrived at dealer stores in perfect working condition—all components and cabinets ready for immediate delivery to delighted customers.

From the engineering of the tiniest CBS-Electronics component to the factory-inspection of the custom cabinets, Columbia's attention to detail is tireless. For these are our "babies" and *yours*. Their first sound must be "The Sound That Takes You There." When they perform perfectly from the moment they arrive and are plugged in—your profit and our reputation are made!

This year sell something everyone buys . . . the sound of PURE PLEASURE in a high fidelity line that's gimmick-free and trouble-free . . . or as close to 100% as you can get! Columbia Phonographs, CBS-Electronics, 405 Park Avenue, New York 22, N. Y.

Another reason why COLUMBIA means business in phonographs —BIG BUSINESS

BIG! BIG! BIG!

"COLD COLD HEART"

By

DON CHERRY

M-557

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HI-FI SHOW SETS DEALER DAYS

HOLLYWOOD — Two separate dealer days and a seminar will be special features of next month's New York Hi Fi Show, Institute of High Fidelity Manufacturers' prexy Ray Pepe told The Billboard. The New York show, which Pepe termed a "sellout," will be held at the Trades Show Building, September 6-11.

Dealer days will be the first two days of the show, from 1 to 11 p.m., September 6, and from 10 a.m. to 3 p.m. on the following day. Seminar conducted by the Electronic Representatives Association (ERA) will be held at 10 a.m. September 6, followed by an industry luncheon.

At the luncheon, Pepe said, the Institute will unveil its promotion plans for the ensuing year. As of this writing, 96 exhibitors are scheduled to show at the New York event. This number, Pepe said, is a few less than had participated at last year's show, but nevertheless is of sellout proportions because a greater number of exhibitors this year have requested larger space for their displays.

Esquire Plans Stereo Issue

NEW YORK — Esquire magazine is bringing out a special stereo issue—"Stereo Fair"—in October, which will spotlight the latest developments in stereo sound—covering components, phonos, accessories, tape recorders, records and tapes.

Booklet reprints of the magazine's entire stereo section will be distributed to 2,500 stereo-minded dealers. Esquire also hopes to set up promotional tie-ins with retailers, via special displays of stereo products featured in the issue.

A recent marketing research study conducted by Esquire and the Advertising Research Foundation, shows that 20 per cent of all Esquire subscribers own stereo (about seven times the national average) 51 per cent own stereo and or hi-fi equipment, and more than 82 per cent own some kind of sound equipment—stereo, hi-fi and non-hi-fi phono, tape recorder, etc.

Phono Only

• *Continued from page 18*

firm has a three-pronged in-store merchandising program. Motorola has already set a September window display program, correlating all facets of the stereo sales program (together with a versatile in-store room-setting display co-ordinates), which make it possible to set up flexible floor displays in a variety of room settings to dramatize cabinet styling and properly demonstrate stereo playback. Displays were designed by Harland Pomroy, nationally famous interior designer. To highlight its Vibrasonic, acoustically operated reverberation feature (The Billboard, August 1), Motorola has a seven by nine-inch remote control unit with a fully variable control to allow salesman or potential customer to easily adjust the amount of reverberation during a demonstration.

Motorola, in addition, has expanded its dealer direct mail program into three separate packages, enabling a dealer with no direct mail list of facilities of his own to obtain a complete imprinted direct mail set-up from the local Motorola distributor. To stimulate greater individual dealer participation, Motorola is also producing brochures and fliers.

NEW AUDIO PRODUCTS

• *Continued from page 18*

Disk Rack for Browsing

Standing 32 inches high, 16 inches wide and 9½ inches deep, the Browser is the latest in the line of record racks being marketed by Lyric Record Racks, a division of Replogle Globes, Inc., Chicago.

The Browser is especially designed to hold 80 LP's in vertical position, and to provide filing and quick scanning for the interested. It is made of tubular steel and has two-inch plastic swivel casters and lists at $12.95.

Unfinished Speaker Enclosure

An unfinished midrange speaker enclosure has just recently been debuted by Twentieth - Century Woodworking Company of Brooklyn. The new enclosure, which comes in either kit or assembled form, is adaptable for use in book shelves. Model 600 is built to house an eight-inch speaker and measures 10 by 16 by 9 inches. It is made of half-inch hardwood ply and acoustically treated with sound-dampening material, which is installed at the factory. The Model 600 sells for $12.50.

AUDIO NEWS BRIEFS

Former Zenith district sales rep for the West Coast, **William R. Campbell**, has been named to the post of manager of marketing services by the same company. . . . The Los Angeles distribution and service subsidiary of Hoffman Electronics Corporation has a new sales manager. He is **Jack Smith**. The same company has appointed three new distributors in the L. A. area: **Arthur Honig, Ray J. Folks Jr.,** and **Erwin M. Fisher.**

National field manager for Motorola Consumer Products is **James F. Haley**. He joined the firm in 1957 as Eastern regional manager. . . . A six-day trip to Mexico City has been announced to spark sales incentive for color TV set dealers carrying the Admiral line. The same company is also sponsoring a nationwide window display contest to feature 19-inch TV.

John A. Witherell has been named to the post of merchandising manager for Pentron Sales Company, an affiliate of the tape recorder firm bearing the same name. . . . Exclusive distributor in Panama for Andrea Radios is Grecha S. A., headquartered in Panama City. . . . Jensen Industries, needle maker, has announced that the Neal Bear Company is now its sales representative in Ohio, West Virginia, and Western Pennsylvania. . . . **Gerald Kaplan** has been designated assistant sales manager at Fisher Radio.

The Magnavox Company dedicated its new research facilities in Torrance, Calif. (a suburb of Los Angeles), last week. . . . CBS Electronics, which handles Columbia phonos, has named General Distributing in Bangor, Me., as its outlet there. . . . The Sony Corporation will build a research lab in Yokohama, Japan. Building is expected to be completed by March. . . . **J. A. Buchanan** has been promoted to sales manager of Ampex Tape Products Division of Orr Industries.

Chi Distrib For Columbia

CHICAGO — Columbia Phonographs has set up Columbia Phonograph Distributors in Chicago. New distributorship will be responsible for the distribution in Chicago of all Columbia Phonograph department consumer products, including portable and console stereo phonos, table model radios, transistor radios and tape recorders.

John J. Perry, vet appliance industry salesman, will be branch manager of the new firm. Perry was appointed by Jim Shallow, veepee and general manager of Columbia Phonographs. The Chicago Columbia phono distributorship will be located in Melrose Park, Ill.

NO 1⅞ COMMENT FROM MOTOROLA

CHICAGO—Tho no comment could be obtained from firm's execs, it's known that Fred Williams, chief of radio engineering for Motorola, Inc., and his aids are seriously studying penetration of the impending 1⅞ inches per second tape cartridge, unveiled late in 1959 by Minnesota Mining & Manufacturing-CBS Laboratories audio engineers. All new consoles in the 1961 Motorola line feature "separate input jacks and switch position for playing an external tape recorder thru the system."

At press time there was no indication, however, that Motorola had inked a licensing manufacturing agreement with 3 M.

on 20th FOX

ALL YOU HEAR IS BEAUTY

POP 33 SINGLES AVAILABLE NOW FROM COLUMBIA TRANSCRIPTIONS

WHY POP 33 SINGLES?
The 33⅓ rpm speed represents 84% of retail record dollar sales. Today's album buyer of any age will buy more pop singles—if they are available in the same convenient 33 speed as all best-selling albums. The new 33 Pop Single is tomorrow's best seller.

WHY POP 33 SINGLES FROM COLUMBIA TRANSCRIPTIONS?

COLUMBIA TRANSCRIPTIONS provides: Complete recording, editing and mastering facilities...Complete metal processing facilities...All record labels printed and furnished...Three manufacturing plants to service your national distribution requirements: Bridgeport, Connecticut; Terre Haute, Indiana; Los Angeles, California... Ship any quantity to any location...A national communication network enabling one phone call to place pressing and shipping orders in all plants...Finest quality pressings at the same competitive price as 7-inch rpm records...Record pressing cost includes labels, sleeves and stampers. The pop single record of TOMORROW is available TODAY from COLUMBIA TRANSCRIPTIONS, a Department of Columbia Records, the world's largest and most experienced manufacturer of 33⅓ rpm long playing records.

POP 33 SINGLES AVAILABLE NOW FROM COLUMBIA TRANSCRIPTIONS

WHY POP 33 SINGLES?
The 33⅓ rpm speed represents 84% of retail record dollar sales. Today's album buyer of any age will buy more pop singles—if they are available in the same convenient 33 speed as all best-selling albums. The new 33 Pop Single is tomorrow's best seller.
WHY POP 33 SINGLES FROM COLUMBIA TRANSCRIPTIONS?
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POP 33 SINGLES AVAILABLE NOW FROM COLUMBIA TRANSCRIPTIONS

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FOR WEEK ENDING AUGUST 7

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

MONO ACTION ALBUMS — on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1.	BUTTON-DOWN MIND OF BOB NEWHART, Warner Bros. W 1379	13
2	2.	SOLD OUT, Kingston Trio, Capitol T 1352	16
3	3.	ELVIS IS BACK, Elvis Presley, RCA Victor LPM 2231	14
4	4.	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	34
5	5.	MR. LUCKY, Henry Mancini, RCA Victor LPM 2198	20
6	7.	ENCORES OF GOLDEN HITS, Platters, Mercury MG 20472	22
7	8.	LANZA SINGS CARUSO—CARUSO FAVORITES, Mario Lanza-Enrico Caruso, RCA Victor LM 2393	12
8	9.	FAITHFULLY, Johnny Mathis, Columbia CL 1422	30
9	16.	EDGE OF SHELLEY BERMAN, Verve MGV 15013	3
10	12.	PERSUASIVE PERCUSSION, Terry Snyder and the All Stars, Command LP 800	17
11	6.	CAN CAN, Sound Track, Capitol W 1301	15
12	14.	ITALIAN FAVORITES, Connie Francis, M-G-M E 3791	27
13	15.	SENTIMENTAL SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1457	7
14	18.	BEN-HUR, Rome Symphony Orch./Savina, M-G-M 1E1	16
15	13.	PAUL ANKA SINGS HIS BIG 15, ABC-Paramount LP 323	6
16	17.	THEME FROM A SUMMER PLACE, Billy Vaughn, Dot DLP 3276	21
17	20.	WOODY WOODBURY LOOKS AT LOVE AND LIFE, Stereoddities MW 1	23
18	10.	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	37
19	11.	REJOICE DEAR HEARTS, Brother Dave Gardner, RCA Victor LPM 2083	7
20	30.	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	38
21	22.	MY NAME IS JOSE JIMENEZ, Bill Dana, Signature SM 1013	2
22	25.	WHITE SATIN, George Shearing, Capitol T 1334	3
23	26.	THIS IS DARIN, Bobby Darin, Atco LP 33-115	23
24	34.	SING A HYMN WITH ME, Tennessee Ernie Ford, Capitol TAO 1332	13
25	29.	OUTSIDE SHELLEY BERMAN, Verve MGV 15007	37
26	31.	BROTHERS FOUR, Columbia CL 1402	17
27	—	RAY CHARLES IN PERSON, Atlantic LP 8039	2
28	35.	FIRESIDE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1389	26
29	40.	SONGS TO REMEMBER, Mantovani, London LL 3149	3
30	23.	LAUGHING ROOM, Woody Woodbury, Stereoddities MW 2	9
31	24.	GRAND CANYON SUITE, Morton Gould, RCA Victor LM 2433	4
32	28.	LATIN A LA LEE, Peggy Lee, Capitol T 1290	18
33	39.	GENIUS OF RAY CHARLES, Atlantic LP 1312	25
34	—	PROVOCATIVE PERCUSSION, Enoch Light and the Light Brigade, Command RS 806	1
35	27.	IT'S EVERLY TIME, Everly Brothers, Warner Bros. WB 1381	10
36	32.	CONNIE'S GREATEST HITS, Connie Francis, M-G-M E 3793	13
37	37.	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LM 2345	12
38	38.	NEW ORLEANS, Pete Fountain, Coral CRL 57282	6
39	36.	SATURDAY NIGHT SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1414	19
40	33.	HE'LL HAVE TO GO, Jim Reeves, RCA Victor LPM 2223	9

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1.	INSIDE SHELLEY BERMAN . . . Verve MGV 15003	68
2	2.	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	124
3	4.	HEAVENLY, Johnny Mathis, Columbia CL 1351	47
4	—	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	40
5	6.	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	78
6	8.	SOUTH PACIFIC, Original Cast, Columbia OL 4180	323
7	5.	MY FAIR LADY, Original Cast, Columbia OL 5090	227
8	17.	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	109
9	7.	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	119
10	3.	KINGSTON TRIO . . . Capitol T 996	60
11	—	HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	40
12	13.	KINGSTON TRIO AT LARGE . . . Capitol T 1199	60
13	11.	GIGI, Sound Track, M-G-M 3641 ST	110
14	9.	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	47
15	10.	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	82
16	12.	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	55
17	14.	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	62
18	16.	THE MUSIC MAN, Original Cast, Capitol WAO 990	128
19	19.	FILM ENCORES, VOL. I, Mantovani, London LL 1700	124
20	15.	HYMNS, Tennessee Ernie Ford, Capitol T 756	161
21	20.	GYPSY, Original Cast, Columbia OL 5420	47
22	—	GEMS FOREVER, Mantovani, London LL 3032	74
23	18.	COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	72
24	21.	KING AND I, Sound Track, Capitol W 740	197
25	22.	ONLY THE LONELY, Frank Sinatra, Capitol W 1053	81

BEST SELLING STEREOPHONIC LP'S

STEREO ACTION ALBUMS — on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1.	PERSUASIVE PERCUSSION, Terry Snyder and the All Stars, Command S 800	29
2	2.	SOLD OUT, Kingston Trio, Capitol T 1352	15
3	3.	PROVOCATIVE PERCUSSION, Enoch Light and the Light Brigade, Command S 806	29
4	4.	MR. LUCKY, Henry Mancini, RCA Victor LSP 2198	20
5	5.	THEME FROM A SUMMER PLACE, Billy Vaughn, Dot DLP 25276	19
6	6.	LANZA SINGS CARUSO—CARUSO FAVORITES, Mario Lanza-Enrico Caruso, RCA Victor LSC 2393	13
7	8.	CAN CAN, Sound Track, Capitol SW 1301	3
8	7.	GRAND CANYON SUITE, Morton Gould, RCA Victor LSC 2433	4
9	16.	FAITHFULLY, Johnny Mathis, Columbia CS 8219	27
10	10.	SENTIMENTAL SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8251	3
11	26.	NEW ORLEANS, Pete Fountain, Coral CRL 7-57282	24
12	9.	BEN-HUR, Rome Symphony Orch./Savina, M-G-M 1E1	12
13	11.	LATIN A LA LEE, Peggy Lee, Capitol ST 1290	7
14	19.	KINGSTON TRIO, Capitol ST 996	21
15	—	CONNIFF MEETS BUTTERFIELD, Ray Conniff, Columbia CS 8155	26
16	13.	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345	28
17	15.	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8009	28
18	25.	CONTINENTAL ENCORES, Mantovani, London PS 147	25
19	—	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	22
20	12.	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	26
21	14.	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	29
22	18.	LORD'S PRAYER, Mormon Tabernacle Choir, Columbia MS 6068	29
23	17.	PORGY AND BESS, Sound Track, Columbia OS 2016	25
24	21.	THIS IS DARIN, Bobby Darin, Atco SC 115	14
25	22.	IT'S THE TALK OF THE TOWN, Ray Conniff, Columbia CS 8143	15
26	24.	GUNFIGHTER BALLADS AND TRAIL SONGS, Marty Robbins, Columbia CS 8158	26
27	20.	AMERICAN SCENE, Mantovani, London PS 182	19
28	23.	BILLY VAUGHN PLAYS MILLION SELLERS, Dot DLP 25119	23
29	27.	ONLY THE LONELY, Frank Sinatra, Capitol SW 1053	26
30	29.	CONCERT IN RHYTHM, VOL. I, Ray Conniff, Columbia OS 8022	29

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2.	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	64
2	1.	SOUND OF MUSIC, Original Cast, Columbia KOS 2020	31
3	7.	MY FAIR LADY, Original Cast, Columbia OS 2015	64
4	3.	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	38
5	5.	GIGI, Sound Track, M-G-M SE 3461 ST	64
6	9.	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	64
7	13.	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	45
8	10.	HEAVENLY, Johnny Mathis, Columbia CS 8152	46
9	4.	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	40
10	11.	KINGSTON TRIO AT LARGE . . . Capitol ST 1199	49
11	8.	KING AND I, Sound Track, Capitol SW 740	51
12	14.	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	35
13	15.	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	52
14	18.	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	36
15	17.	QUIET VILLAGE, Martin Denny, Liberty LST 7122	38
16	20.	TABOO IN HI FI, Arthur Lyman, HI FI SR 806	34
17	12.	MUSIC MAN, Original Cast, Capitol SWAO 990	53
18	6.	PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	61
19	19.	OKLAHOMA! Sound Track, Capitol SWAO 595	52
20	16.	FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	41

BASED ON SALES — IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. **LANZA SINGS CARUSO—Caruso Favorites** — Mario Lanza-Enrico Caruso, RCA Victor LM 2393
2. **TCHAIKOVSKY: PIANO CONCERTO NO. 1** — Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. **RODGERS: VICTORY AT SEA, VOL. 1** — RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. **GROFE: GRAND CANYON SUITE**...........Morton Gould, RCA Victor LM 2433
5. **SIXTY YEARS OF MUSIC AMERICA LOVES BEST** — Assorted Artists, RCA Victor LM 6074
6. **THE LORD'S PRAYER**..The Mormon Tabernacle Choir (Condie), Columbia ML 5386
7. **SCHUMANN: CONCERTO IN A MINOR**........Van Cliburn, RCA Victor LM 2455
8. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN** — Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
9. **RODGERS: VICTORY AT SEA, VOL. 2** — RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
10. **RACHMANINOFF: PIANO CONCERTO NO. 3** — Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

1. **TCHAIKOVSKY: PIANO CONCERTO NO. 1** — Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
2. **RODGERS: VICTORY AT SEA, VOL. 1*** — RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
3. **GROFE: GRAND CANYON SUITE**.........Morton Gould, RCA Victor LSC 2433
4. **LANZA SINGS CARUSO—Caruso Favorites** — Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
5. **SCHUMANN: CONCERTO IN A MINOR**........Van Cliburn, RCA Victor LSC 2455
6. **RODGERS: VICTORY AT SEA, VOL. 2** — RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
7. **GROFE: GRAND CANYON SUITE** — The Philadelphia Orchestra (Ormandy), Columbia MS 6003
8. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN** — Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
9. **THE LORD'S PRAYER**..The Mormon Tabernacle Choir (Condie), Columbia MS 6068
10. **TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO** — Morton Gould Orchestra, RCA Victor LSC 2345

BEST SELLING LOW PRICE LP'S
(List price $2.98 or less)

MONOPHONIC

1. **Soul of Spain, Vol. 1** — 101 Strings ....Somerset F 6600
2. **Soul of Spain, Vol. 2** — 101 Strings ....Somerset F 9900
3. **Good Housekeeping Reducing Off the Record** ....Harmony HL 7143
4. **Ebb Tide** — Frank Chacksfield..Richmond M 20078
5. **101 Strings Play the Blues** ....Somerset F 5800
6. **101 Years of Familiar Songs** ....Somerset 2RS
7. **Perry Como Sings Just for You** ....RCA Camden CAL 440
8. **You Do Something to Me** — Mario Lanza....RCA Camden CAL 450
9. **John McCormick Sings Irish Songs** ....RCA Camden CAL 407
10. **Silver Screen** — 101 Strings ....Somerset F 7000

STEREOPHONIC

1. **Soul of Spain, Vol. 1** — 101 Strings ....Stereo Fidelity SF 6600
2. **Soul of Spain, Vol. 2** — 101 Strings ....Stereo Fidelity SF 9900
3. **Silver Screen** — 101 Strings ....Stereo Fidelity SF 7000
4. **Ebb Tide** — Frank Chacksfield..Richmond S 30078
5. **Quiet Hours** — 101 Strings ....Stereo Fidelity SF 10200
6. **Hawaii in Stereo** — Leo Addeo Ork.RCA Camden CAS 510
7. **101 Years of Familiar Songs** — 101 Strings.........Stereo Fidelity 2RS
8. **East of Suez** — 101 Strings....Stereo Fidelity SF 11200
9. **101 Strings Play the Blues** ....Stereo Fidelity SF 5800
10. **The Music Man** — Various Artists ....Lion SL 70091

BEST SELLING POP EP'S

1. **Sing Along With Mitch** — Mitch Miller ..Columbia EPB 11601
2. **He'll Have to Go** — Jim Reeves .. RCA Victor EPA 4357
3. **For the First Time** — Mario Lanza ... RCA Victor EPA 4344
4. **Hymns** — Tennessee Ernie Ford .... Capitol EAP 1-1318
5. **Nearer the Cross** — Tennessee Ernie Ford .... Capitol EAP 1-1005
6. **Because They're Young** — Duane Eddy ....Jamie J-304
7. **Kingston Trio at Large** ....Capitol EAP 1199
8. **Gunfighter Ballads and Trail Songs** — Marty Robbins ....Columbia EPB 13491
9. **Faithfully** — Johnny Mathis ....Columbia EPB 14221
10. **Spirituals** — Tennessee Ernie Ford ....Capitol EAP 1-818

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

THE DESERT SONG

Mario Lanza. RCA Victor LSC 2440. (Stereo & Monaural) — A new package by the late Mario Lanza — reportedly still RCA Victor's biggest money-maker—is an automatic sales bonanza for dealers. The melodic, familiar Romberg score — "One Alone," "The Desert Song," etc. — is handed a rich, quality vocal interpretation by Lanza, with strong support from Judish Raskin, Raymond Murcell and Donald Arthur. The album was recorded shortly before the tenor died last year.

DARIN AT THE COPA

Bobby Darin. Atco 33-122 — Bobby Darin's record-shattering appearance at New York's Copacabana nitery has been put on wax by Atco. The sock personal magnetism and in-person drive of the young star has been fully captured in this exciting package. However, some of his fans may wish he'd omitted some of the corny patter and W. C. Fields imitations. Dick Behrke's swinging backing is spotlighted on 14 sides, including "Mack the Knife" and "That's All") and several moving and/or verveful renditions of standards.

SOLID AND RAUNCHY

Bill Black's Combo. Hi HL 12002 — Hitmaker Black and his instrumental quintet are back with their second album, which follows their recent hit single, "Josephine." Here's the same fine gutty, funky sound applied to an imposing list of the last decade's million seller tunes. On this album are included such as "Don't Be Cruel," "Singing the Blues," "Raunchy," "Honky Tonk" and "Tequila." Great danceable sound which should make itself felt at counters.

FIEDLER'S ALL-TIME FAVORITES

Boston Pops Orchestra (Fiedler). RCA Victor LSC 2439. (Stereo & Monaural) — These are newly recorded versions of light selections first recorded by Fiedler and the Boston Pops more than two decades ago on 78 r.p.m. The time-tested collection should prove its enduring popularity in today's market by ringing the cash register bell. Among the items included are "Sleeping Beauty Waltz," "Light Cavalry Overture," "Bacchanale From Samson and Delilah," and an Old-Timer's Night at the Pops medley of such songs as "The Bowery," "Sidewalks of New York," "Daisy" and "After the Ball."

COLLEGIANA

The Charles Henderson Band and Glee Club. Decca DL 79081. (Stereo & Monaural) — Here's a solid piece of packaging with special emphasis on the autumn period. Inside the de luxe, book-type liner, the Charles Henderson instrumental and choral groups address themselves to 50 different college songs of both the alma mater and the football marching variety. The schools selected for this musical salute are scattered across the nation giving the set an over-all salability. The performances and the recording are all plusses, in addition to the interesting photos and text that make up the booklet inside. Die-cut cover, too, is keyed for displays.

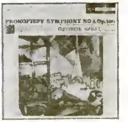
TONIGHT!

Roger Williams at Town Hall—the Complete Concert. (2-12"). Kapp 5008 — Here it is, the thing the Williams fans have waited for — a complete Town Hall concert, captured live at the famous New York house. In the dual-LP package, handsomely illustrated and prepared in the book-fold style, Williams offers just about everything in his repertoire, which covers pop, classical and even jazz. In jazz, he's nicely accompanied by the Quiet Men, a rhythm group. Sebastian, the toy piano is also here. A solid hunk of packaging.

(Continued on page 24)

ALBUM COVERS OF THE WEEK

PROKOFIEV: SYMPHONY NO. 4, Op. 47-112—Philadelphia Orchestra (Ormandy), Columbia ML 5488-MS 6154. Eye-catching cover displaying a startling copy, in off-beat colors, of a painting titled "Femina" by Alexei von Jawlensky.



PROKOFIEV: SYMPHONY NO. 5, Op. 100—Cleveland Orchestra (Szell). Epic LC 3688-BC 1079. Another Prokofiev package packed with visual appeal. A multi-colored print of a modern painting, "Paris Through the Window," by March Chagall.

VEE JAY Looking Good!

First Week Out on "Bubbling" Chart

"YOU'RE LOOKING GOOD"

DEE CLARK VEE JAY 355

on HOT R & B SIDES

"I KNOW" the SPANIELS VEE JAY 350

"HALF AS OLD" DONNIE ELBERT VEE JAY 353

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WHAT BROADCASTERS WILL RECEIVE:

Each week you will receive the 10 records selected by the Music Staff of the Billboard as being the BEST OF THE NEW RELEASES.

(Note: An average of 110 new records are submitted each week for review)

How Records Are Selected: Records are selected by the Music Staff of The Billboard based on public acceptance of the artist, musical content, arrangement, promotional efforts of the record company as well as the artist and the music publisher, plus the overall creativeness of the record. Records are selected for both their program and sales appeal.

How Records Are Procured: RSI is advised each Friday of The Billboard's selections. Each Manufacturer is contacted and our order is placed for delivery to us by the following Wednesday. The records appear in print as "Spotlight Winners" in the same week we ship them to our subscribers.

When Records Are Shipped: We ship singles service on Thursday of each week following their publication in The Billboard. Our weekly calendar of performance is as follows:

Friday — Billboard advises RSI of ten best selections
Monday — Billboard publishes showing selections
Thursday — RSI ships records to Subscribers

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It is a condition of this subscription that records supplied by RSI will be used for and by broadcast personnel only.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 23

Pop Low Price

SWING, SWING, SWING

Benny Goodman. RCA Camden CAL 624 — There are plenty of Benny Goodman packages in circulation, but nevertheless this one should appeal to collectors. It features most of the Goodman greats — Mercer, James, Krupa, Hampton, Stacy, Elman, Wilson, Martha Tilton, Helen Ward, etc. The sides were recorded during the 1935-'39 period, and spotlight some lesser known Goodman efforts — "Chloe," "Who!" "When a Lady Meets a Gentleman Down South," etc.

Sacred

WAIT FOR THE LIGHT TO SHINE

Hank Williams. M-G-M E 3850 — M-G-M has culled a group of wonderful sacred items from the vast Williams catalog of repertoire and specially packaged them here. The tunes, seven of which are by the artist himself, include such titles as "Wait for the Light to Shine," "Jesus Is Calling" and "Ready to Go Home." Backing is light, traditional c.&w., typical of his many other packages previously released. Color painting of Williams on the cover is well-designed for eye appeal.

Jazz

BERNSTEIN PLAYS BRUBECK PLAYS BERNSTEIN

New York Philharmonic with the Dave Brubeck Quartet conducted by Leonard Bernstein. Columbia CS 8257. (Stereo & Monaural) — It's all what the title suggests—that is, on Side 1 Bernstein and the New York Philharmonic perform a work by Brubeck's brother Howard, while on the flip, the Brubeck (Dave, that is) Quartet performs a group of tunes from Bernstein's various shows, like "West Side Story" and "On the Town." Side 2 is nice listening, with Desmond and his alto getting the play, but the really interesting side is that which brings the Quartet and the Philharmonic together in the unusual work, "Dialogues for Jazz Combo and Ork," by H. Brubeck. This should get a lot of listening and a lot of comment.

Classical

PUCCINI ARIAS

Eileen Farrell; Columbia Symphony Orchestra (Rudolf). Columbia MS 6150. (Stereo & Monaural) — The great dramatic soprano does arias from "La Boheme," "Tosca," "Gianni Schicchi," "Madame Butterfly," "Ma non Lescaut," and "Turandot." The performances are superb. Having many noted arias on one disk, matchlessly performed, is a good selling feature for dealers.

TCHAIKOVSKY: THE NUTCRACKER

Chicago Symphony (Reiner). RCA Victor LM 2328 — Tchaikovsky's "Nutcracker" is probably his best-known work and certainly has the most mass appeal. Altho there are a flock of fine versions, this one should chalk up plenty of sales mileage based on quality performance and name power. Excerpts include "Waltz of the Flowers," "Pas De Deux," and "Divertissement." Striking cover.

DE FALLA: EL AMOR BRUJO; WAGNER: LOVE MUSIC FROM TRISTAN UND ISOLDE

Shirley Verrett-Carter, Mezzo Soprano; the Philadelphia Orchestra (Stokowski). Columbia MS 6147. (Stereo & Monaural) — Tho there are many versions extant of these famous and melodic portions of "Tristan," this shimmering performance by the master, Stokowski, is certain to garner much attention. De Falla's ballet work, tho much less celebrated, bas considerable charm and a worthy performance here by the young mezzo-soprano. David Johnson contributed a set of scholarly notes.

GRIEG: PIANO CONCERTO IN A MINOR; SCHUMANN: PIANO CONCERTO IN A MINOR

Leon Fleisher, Pianist; Cleveland Orchestra (Szell). Epic BC 1080. (Stereo & Monaural) — Leon Fleisher, one of the best of our young pianists, turns to the romantic composers here, and turns in exceptional readings of the Greig and the Schumann Piano Concertos. His musicianship is excellent and he lends the right lyrical touch to the music. The coupling of the familiar works and Fleisher's fine performance should help this set sell.

A EILEEN FARRELL SONG RECITAL — SCHUBERT, SCHUMANN, DEBUSSY, POULENC

Columbia MS 6151. (Stereo & Monaural) — Miss Farrell has a great vocal delivery, of great power and subtle nuance. She has cut a wonderful package here, which reflects the range of her capability. There are 19 selections in all, four or five of each of the composers — Schubert, Schumann, Debussy, Poulenc. Package contains lyrics. A fine buy.

(Continued on page 30)

★★★★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★

★★★★ MORE OLD SWEET SONGS WITH FRANK DeVOL AND HIS RAINBOW STRINGS

Columbia CS 8273 (Stereo & Monaural)—A bright, shimmering set of nostalgia which makes for ideal background or sing-along material. This is the second DeVol set of the grand old tunes and it can do a lot of business. A sampling of the fare would include "Meet Me Tonight in Dreamland," "Moonlight and Roses" and "Cuddle Up a Little Closer." Jocks will find plenty here that's spinnable for the moody segs.

★★★★ THE THREE SUNS ON A MAGIC CARPET

Charles Albertine. RCA Victor LSP 2235 (Stereo & Monaural)—Listenable, danceable arrangements by the organ-accordion-guitar combo of the Suns of songs with a geographical touch to the title. Examples would be "Lisbon Antious," "The Poor People of Paris," and "Third Man Theme." Very pleasant stuff, nicely recorded.

★★★★ DEEP NIGHT

The Ray Charles Singers. Decca DL 78988 (Stereo & Monaural) — The very capable Ray Charles Singers offer an album full of smartly conceived and executed arrangements. Most are of the deeply sentimental mood variety for late hour listening, as with "Solitude," "You and the Night and the Music" and "All Through the Night." But for a change of pace there are some sprightly and novel renditions of "Dancing on the Ceiling," "Four Twenty A.M." and "Hit the Road to Dreamland." Fine quality for either or both moods, and built for broad appeal.

★★★★ INFINITY IN SOUND

Esquivel and his Ork. RCA Victor LSP 2225 (Stereo & Monaural)—Here is a collection of songs featured by the big swing bands of yesterday and today, encompassed in bright modern arrangements that make them mighty attractive listening. The arrangements are by Esquivel, who also leads the large ork here. Sound is superb and the set should appeal to the whole new group of "sound" album fans. Tunes include "Frenesi," "Marie," "So Rare" and "My Reverie."

★★★★ THE MAGIC OF EARL GRANT

Decca DL 74044 (Stereo & Monaural)—Earl Grant wraps his warm pipes around a fine group of standards on this new waxing. The tunes include "It's Magic," "No Other Love," "Fascination" and "Teach Me Tonight." Strong wax here.

★★★★ MY INSPIRATION

Liberace. Coral CRL 757344 (Stereo & Monaural) — For those many fans of Liberace, here is what amounts to a complete concert with him, in a program which finds him at the piano, as a singer and as a reader of poetry. He offers his theme, "Smile," a recitation of "Love Letters," plus a piano reading of "You'll Never Walk Alone," and several adaptations—of themes by Liszt and Tchaikovsky. Just about everything is here but the candelabra. Can be expected to generate sales activity.

★★★★ THE THEME FROM THE UNFORGIVEN

Don Costa. United Artists UAL 3119—Key selection in this album is the Don Costa bit, "Theme From the Unforgiven," but with it are well-performed Costa arrangements of a number of other themes from movies. These include "Laura," "Song From Moulin Rouge," "Stella by Starlight," and "Smile," all played winningly by the ork aided by a chorus. Good wax here that could be a steady seller.

★★★★ ALONE TOGETHER

Toy Bennett. Columbia CS 8262 (Stereo & Monaural)—Here's a strong package of spinnable, listenable standards. Bennett is in fine, expressive vocal form and Frank De Vol provides richly effective backing. Selections—all reflecting the romantic mood of the title theme — include "Out of This World," "After You've Gone" and "Gone With the Wind."

★★★★ I GOTTA RIGHT TO SWING

Sammy Davis Jr. Decca DL 78981 (Stereo & Monaural)—This is Sammy Davis at the top of his form, which means that his newest LP contains a brace of exciting performances. He starts belting with "The Lady Is a Tramp," and also does standout jobs on "I Gotta Right to Sing the Blues," and "Do Nothin' Till You Hear From Me" among the sentimental stanzas. For contrast, he exhibits quite a different approach to such ditties as "Get On the Right Track, Baby," "I Got a Woman" and "Mess Around." Davis fans should flip.

★★★★ GET AWAY FROM THOSE SWINGIN' DOORS

Roberta Sherwood. Decca DL 78986 (Stereo & Monaural)—Here's a collection of great barroom, juke box type classics sang as only Miss Sherwood, sweetheart of the boxes, can sing them. These are nostalgic oldies like "Just Like a Girl That Men Forgot," "The Gang That Sang Heart of

(Continued on page 30)

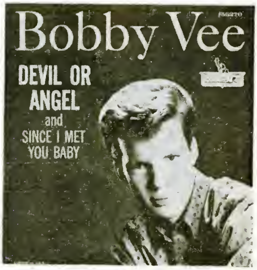
ON THE CHARTS IN TWO WEEKS

RISING STAR

NEW HIT

BOBBY VEE

BOBBY VEE — Devil or Angel b/w Since I Met You Baby #55270 . . . Just released and spreading like a flash fire in every major market — one of the fastest climbing singles in Liberty history! Already #99 and a "Spotlight Winner" in Billboard . . . charted #91 by Music Reporter . . . Cash Box tabbed it a "Pick of the Week." An overnight sensation . . . and a star is born!



LIBERTY

DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA LTD MONTREAL

VOX JOX

By JUNE BUNDY

SINATRA-WILLIAMS TIE-UP: William B. Williams, WNEW, New York, staged "the most successful contest ever conducted by WNEW," last month. The contest (a drawing for three couples to accompany Williams to see Frank Sinatra at the 500 Club in Atlantic City) drew 129,837 entries during its two week duration. It was promoted only on Williams two daily shows. The winners drove down to Atlantic City in a Rolls Royce July 30; were Sinatra's guests at the 500 Club, and remained overnight at the Claridge Hotel. The contest was tagged "Chairman of the Board," a trade nickname for Sinatra. Altho WNEW's "Wishbone" promotion last Thanksgiving drew 144,897 entries, the station considers the Sinatra contest more successful, since only one station personality promoted it.

HUSH HUSH GIMMICK: Station WCKR, Miami, staged a hush-hush promotion August 1, when all of its deejays spoke only in whispers from 6 a.m. to midnight. Listeners could win $5 if they caught the jocks in a slip-up, and called the station first. Program director Lee Manson tied the promotion in with the political scene, by describing it as "a measure designed to give listeners a breather from talk between the political conventions and ensuing campaign speeches. Participating deejays included Jim Tate, George Patrick, Tom Looney and Rick Shaw. Newscasts and commercials were heard as usual in full voice.

BAND POLICY CLICKS: The NBC-owned outlet WRCV, Philadelphia, chalked up billings for the first half of 1960, which were 20 per cent over the same period of 1959, with May of this year showing a 37 per cent gain over last year, and June 36 per cent better than June 1959. The station attributes the sales climb to its new "Big Band Music" policy which debuted January 4 of this year.

CHANGE OF THEME: Irwin Johnson, WBNS, Columbus, O., celebrated his 20th year of broadcasting August 1. During that period Johnson estimates he played 341,625 disks, and was on the air a total of 22,775 hours.... **Johnny Canton,** formerly with KOKO, Warrensburg, Mo., has joined KZI, Fort Collins, Colo., as deejay-news director.

Stan Martin, WARK, Hagerstown, Md., has started a live show from a local nitery. He will continue to do his all-night platter show.... New staffer at KWTV, Oklahoma City, is Wirt Cain, formerly with KOMA, same city. ... Marv Albert, 19-year-old journalism major at Syracuse University, is working at WMGM, New York, during the summer in the record library, news department and sports office.

Tom Griffith has taken over two weekend record shows on KYW, Cleveland.... Staff changes at WIRL, Peoria, Ill., include **Dave Diamond** (ex-KOIL, Omaha) replacing **Jay Lawrence** as program director, **Ray Van Steen** as production supervisor.... **Jim Cayson,** who recently joined WCRR, Corinth, Miss., needs rock and roll, rhythm and blues and country and western wax.

Bryce Bond, formerly Night Mayor of Norfolk, Va., has taken over a similar time slot at WVOX, New Rochelle, N. Y. Bond recently played the starring role in a TV film, "The Mourning Road," (about the Civil War) about which he says, "I've seen it about 20 times."... Six indie FM stations of Sacramento, Calif., have formed the Sacramento Valley FM Broadcasters Association. Officers include Louis Gerlinger, KJML, president; Orel Phillips, KCRA-FM, treasurer; Carl Auel, KEBR, secretary. Other member stations include KHIQ, KXRQ and KSFM.

TEXAS: Red Jones, program director-deejay, KILT, Houston, is starting his 14th year of radio.... New staffer at KPRC, Houston, is **Jack London,** in the 3-6:30 p.m. daily time period. . . . **Fred Wall** has joined KTRH-FM, Houston.... **Jimmy Lewis,** KXYZ, Houston, is in the hospital, after suffering a whiplash in an auto accident.... **Bill Shomette,** formerly with KRGV-TV, Weslaco, Tex., has taken over the 5-9 a.m. "Dawnbeat" show on KENS, San Antonio.... **Jim Rossie** has returned to KONO, San Antonio, in the midnight till dawn seg. . . . New staffers at KILT, Houston, are **Bill Vance,** new night man (formerly program director of KILE, Galveston, Tex.) and **Skeeter Gordon,** a part-time Sunday jock.

Johnny Fairchild has left California and returns to his former station, KELP, El Paso, Tex., effective August 15. . . . New staffers at KOKE, Austin, Tex., include Eddie Schuster, Ray Knight and Jerry Lee. Schuster, billed as "EJ the DJ," reportedly holds the world's record for an outdoor marathon show. He takes over an early morning seg at KOKE.

Bob Dayton, who bills himself as "the world's youngest retired disk jockey," has "come out of retirement" and started spinning 'em at KBOX, Dallas.... New production director of KEV, Pittsburgh, is **Bruce L. Still,** who formerly held a similar post at WJRL, Peoria, Ill.

Veteran deejay-band leader Ted Steele is the new general manager of WNTA (AM and FM) Newark, N. J. He will continue to host his nightly "Dance Party" for adults on WNTA-TV.... Irving Lichtenstein, who formerly held the Steele post, has been promoted to a new job with National Telefilm Associates (owners of WNTA and WNTA-TV), where he will supervise special events activities and promotional merchandising.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Orbison's 'Only the Lonely' a Chart Topper

Twenty-one-year-old Roy Orbison, a Monument recording artist, was born in Vernon, Tex.

Orbison has been playing the guitar and harmonica since childhood, and he still works at his guitar playing constantly. He plays a unique style of lead guitar, and in his spare moments between personal appearances and songwriting, the young man is always seeking a new sound for his next record.

Orbison's previous hit on the Monumnet label was "Up Town" and he's currently represented on the "Hot 100" with "Only the Lonely."

His hobbies are working with model airplanes, drawing and sketching.

Hollywood Argyles Have Hot Disk in 'Alley-Oop'

The Hollywood Argyles, a vocal instrumental group, have been attracting much attention with their stage and band show. Their novelty hit, "Alley-Oop," on the Lute label, has been riding high on the "Hot 100" for many weeks.

The Argyles, all hailing from Southern California, have a versatile act including dance music, group singing, comedy routines, imitations and "Alley-Oop" chanting.

Bobby Rey, leader of the group, produced the records "Corrida Rock" and "Image of a Girl." Ted Marsh was formerly with the "Teddy Bears." Gary Webb, drummer, was recently discharged from the Navy. Deary Weaver, guitar player, was a prodigy of the late Eddie Cochran. Ted Winters, bass player, is the comedian of the group.

Currently the boys are increasing their popularity by making numerous personal appearances.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

AUGUST 13, 1955

1. Rock Around the Clock
2. Unchained Melody
3. Learnin' the Blues
4. Ain't It a Shame
5. Hard to Get
6. Cherry Pink and Apple Blossom White
7. Something's Gotta Give
8. A Blossom Fell
9. Yellow Rose of Texas
10. Hummingbird

AUGUST 12, 1950

1. Mona Lisa
2. Goodnight, Irene
3. I Wanna Be Loved
4. Sam's Song
5. Tzena, Tzena, Tzena
6. Play a Simple Melody
7. Bewitched
8. Third Man Theme
9. Count Every Star
10. Hoop-Dee-Doo

MUSIC AS WRITTEN

New York

Leeds Music has appointed **Leonard Altman** as editor-in-chief of its serious music department. Altman is a member of the faculty of New York University and the Horace Mann School in New York, and is a musicologist, pianist and teacher.... **Ervin Bagley** is the new national sales manager for Audio Fidelity Records. Bagley was formerly head buyer with the music department of Lit Brothers in Philadelphia.... **Erroll Garner** did a week's stand on **Arthur Godfrey's** CBS Radio show last week.... Cleffer **Betty Blasco** is expected to leave St. Mary's Hospital in Kansas City in a few weeks to return to her publishing firm.... Atlantic Records taped **Ornette Coleman's** live performance of **Jack Duffy's** "Concerto for Ornette Coleman" which the saxist premiered at the Tanglewood Festival in Lenox, Mass., August 7.

Erroll Garner opens at Basin Street East in New York on September 1, making his first New York cafe appearance in five years.... Billy Strom is now on Atlantic Records.... Phil Terry has started Blue Bell Records in Philadelphia. First artist on the label is Jamie Van Loan, formerly with Billy Ward's Dominoes. Jamie Records is handling the label's national distribution.... Jimmy Charles had a chance to show off his waxing of "A Million to One," on the Promo label in Philadelphia via a series of visits to key jocks in the city set up by Bobby Heller, his distributor there, last week. . . . Jack Hoffman, of Winston Music, has acquired the U. S. and Canadian rights to the Italian song "Un Amore a Roma," from Minstrel, Edizioni Musicali in Rome. ... Guitarist-singer Jack McMahan opens at the Henry Hudson Voyager Room in New York on August 8.... Tommy Tucker becomes director of music at Monmouth College in Long Branch, N. J., starting this fall. He will still occasionally appear with his band on New York area bookings.

The **Salt City Six** opens at the Penn-Sheraton in Pittsburgh this week.... **Herbie Mann** and his Afro-Jazziacs will open at the Half Note in New York on August 16.... A new **Norman Petty** Trio album will be issued on Top Rank next month. And **Vi Petty** will have her own vocal waxing issued this week on the Nor Va Jak label.... Tifco Records are now being handled by Bobby Heller Distributors in the Philadelphia area. First record on the label is "Louisiana."... **Brian Hyland** opens at the Aquarama in Flushing, Long Island this week, and is set for a stint at Steel Pier, Atlantic City starting August 22.... **Johnny and the Hurricanes** are on a one-nighter trek thru the Midwest and Canada. . . . **Bernie Miller,** publisher rep, and wife **Dorothy,** celebrate their 25th wedding anniversary this week.

CBS Radio will cover the American Jazz Festival to be held at the Michigan State Fair Grounds in Detroit on August 19, 20 and 21. Mitch Miller will handle the broadcasts.... Moishe Oysher's niece, Marilyn Michaels, has been signed by RCA Victor. The thrush's mother has appeared professionally in the Yiddish Theater and her father is with the Metropolitan Opera chorus..., Caedmon Records has lined up a group of top actors and actresses to wax all of Shakespeare's plays. Thesplans include Sir Ralph Richardson, Claire Bloom, Margaret Leighton, Richard Burton, Anthony Quale and Sir Michael Redgrave.... Personality Productions, the Buck Ram firm, is opening a third office in Cleveland, under the management of Bill Crane of the Manhattan Talent Agency there.... Joe Niland broke all existing world records (he claims) for continuous piano playing last week when he completed 73 hours, 5 minutes, 31 seconds of marathon piano in the window of Toffenetti's Restaurant in Times Square, New York.

Alan Emig has resigned his post as head West Coast engineer for Columbia Records.... **Denis Waitley** has joined Christy Records as national promotion director. Label has just signed **Jacki** and **Denny Parr,** singers.... **Jimmy Myers** of Philadelphia, has signed **Allen Mascaluso** and **Gar Bacon....** **Smokey Stover** and his combo will tour the Midwest on one-nighters after ending a four-week run at the Nevada Club in Las Vegas on August 16.... **Clara Ward** has been signed for a role in **Langston Hughes'** play "Tambourines to Glory."... **Johnny Nash** returns to Basin Street in New York on August 11. Bob Rolontz

Chicago

The Hammond Organ Company here is going on a giant promotion at Comiskey hall park Sunday (14) featuring **Shay Torrent** in for a concert. . . . Tenthouse Theater, Highland Park, Ill., which enjoyed great financial success with **Louis Armstrong's** All Stars last year, is bringing **Count Basie's** big band with **Joe Williams** for six days, starting August 22.... The St. Louis area is going thru a jazz drought. Peacock Alley is being razed for a housing development and the Embers, downtown bistro, closed its doors because of a drop in business. Bamboo Key, East St. Louis, Ill., is still playing combination rhythm and blues and jazz names.

Jack Lau, onetime booking agent, now with Sylvania, has left his post as regional sales director for the firm out of Indianapolis and has returned to Sylvania's Batavia, N. Y., home office to take over as sales manager of national accounts. Lau, coincidentally, is working with Ralph Bloom, Sylvania stereo-radio sales manager, who was formerly with Replogle-Globe, local makers of record carrying cases and racks.... Bob Hausfater, Roberts Distributing Company, St. Louis, is reportedly eyeing a branch operation in Dallas, Tex.

Cosnat Distributing, the **Jerry Blaine** network, opened here at 1321 South Michigan. **Ed Walker,** formerly of Decca here, is heading up the local operation for Blaine.... **Bo Diddley,** whose hobby is creating new electronic guitars for his recording and personals, has come up with a new remote control amplifier which makes it possible for him to work without the normal

(Continued on page 28)

SEVEN LIBERTY HITS ON THE CHARTS

WALK—DON'T RUN —The Ventures
Dolton #25
• Billboard #18 • Cash Box #9 • Music Reporter #20 • Music Vendor #35

DREAMIN' —Johnny Burnette #55258
• Music Reporter #31 • Cash Box #26 • Billboard ("Best Bet") #59 • Music Vendor #58

LOOK FOR A STAR .—Garry Miles #55261
• Music Reporter #10 • Cash Box #18 • Music Vendor #16 • Billboard #16

DEVIL OR ANGEL —Bobby Vee #55270
• Billboard "Spotlight Winner" and #99
• Cash Box "Pick of the Week" • Music Reporter #91

DISTRIBUTED IN CANADA THROUGH LONDON RECORDS.

DOLTON DISTRIBUTED IN CANADA THROUGH SPARTAN.

LIBERTY

HEART TO HEART TALK —Bob Wills/ Tommy Duncan #55260
• C&W: Cash Box # 16 • Music Reporter #16 • Music Vendor #28

RUNAROUND —The Fleetwoods
Dolton #22
• Music Vendor #41 • Billboard #47 • Cash Box #49

BLUE VELVET. —The Statues #55245
• Billboard "Bubbling #1" and "Spotlight Winner" • Music Reporter #97
• Cash Box "Best Bet" #100

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

PAT BOONE's swinging, always building rendition of the tender folk theme Delia Gone, has earned him his third straight Billboard Spotlight this year. The Nashville born hitmaker has accounted for 11 million sellers since 1955 plus a platinum disk for Love Letters In The Sand, a three million seller. Pat has just completed a successful tour of Australia. Following a brief vacation in Hawaii with his wife and family, he begins a month-long State Fair tour of the Midwest and East.

BROOK BENTON was born in Camden, South Carolina. In his early 20's he joined Bill Landford's Spiritual Quartet and traveled with them across the country to California and thru the Southern States. When Brook moved to New York he met Clyde Otis. Together they wrote A Lover's Question, Looking Back and other tunes made hits by Nat Cole and Patti Page. Since It's Just A Matter Of Time, he has been a regular on the chart scene. His latest Mercury pairing, The Same Old One b-w Kiddio, rated a Billboard Spotlight.

SAM COOKE, son of a Chicago minister, first came to the attention of record execs while singing with the Soul Stirrers, a gospel group, in the Los Angeles Shrine Auditorium. Since then he has been one of the most consistent chart makers in the pop record field. His current RCA Victor release, Chain Gang, penned by Sam and his brother Charles, merited a Billboard Spotlight.

ELLA FITZGERALD, who was born in Newport News, Va., made her first public appearance at an amateur night competition in Harlem in 1935. Following this shaky performance, she signed with bandleader Chic Webb under whose tutelage she developed into one of the country's most popular singers. Her latest Verve offering, How High The Moon (Parts I & II), from her album Mack The Knife-Ella In Berlin, has Ella swinging the fine oldie on one side and scat-singing on the other.

MARV JOHNSON, singer-composer-pianist, was born on the east side of Detroit. A four-letter man at Cass Technical High School, he excelled at track and football. His favorite hobbies are acting and directing in amateur theatrical groups. Marv's United Artists serving of (You've Got To) Move Two Mountains and I Need You merited a Billboard Spotlight.

JOHNNY MATHIS, 23-year-old native of San Francisco, was a schoolboy high jump and hurdle champ. He is currently champ of the Essential Inventory (Mono albums) chart with four albums listed. They are: Heavenly, Johnny's Greatest Hits, and Warm. If his current Columbia single, My Love For You b-w Oh That Feeling, follow the album pattern Johnny should be on the charts in record time. Aside from his million seller, Chances Are, Johnny's other hits are: Twelfth Of Never, Small World, Misty, It's Not For Me To Say, Wonderful Wonderful, Come To Me, Wild Is The Wind, All The Time, Call Me, A Certain Smile, Let's Love.

BIRTHDAYS OF THE WEEK: August 8, Connie Stevens. August 9, Maurice Chevalier. August 10, Eddie Fisher, Jane Pickens, Claude Thornhill. August 12, Rod Bernard, Porter Wagoner. August 13, George Shearing. August 14, Buddy Greco.

JAYE P. MORGAN, M-G-M's blonde songstress, was born in Mancos, Colo., a small town near Denver. A member of a show business family, she debuted at the age of three with a bouncer called I May Be Little But I'm Loud. The Morgan Family act broke up with the death of their father in 1945. The family returned to California and Jaye entered high school. It was in school, incidentally, as a result of being elected class treasurer, that she acquired the nickname "Jaye P." Her real name is Mary. In 1950 she auditioned at the Hollywood Palladium to sing with the Frank De Vol orchestra. Jaye P. clinched the job and went on to sing with De Vol for the next three years. She then went on to national recognition via regular television appearances on the Robert Q. Lewis show. Her latest release, the Johnny Cash hit of a few years ago, I Walk The Line, has been referred to by The Billboard as "the best record that the thrush has waxed in years."

The PILTDOWN MEN, Capitol's new instrumental group, have, according to Capitol, the wildest instrumental since 1,000,000 B.C. in their new release, Brontosaurus Stomp. Ranging in ages from 18 to 20, the seven Piltdown Men achieve their unique sound with bonking baritone and tenor saxes, electric guitar, rhythm guitar, drums, piano and tympany. The latter apparently approximates the earth shaking dance of a dinosaur in Brontosaurus Stomp. Flip is McDonald's Cave.

To help you spot the ones you need, when you need them, all artists items are carried in strict alphabetical sequence.

KITTY WELLS, one of the relatively few women to achieve fame as a country singer, a star of WSM's "Grand Ole Opry" and a recording artist for Decca, was born in Nashville August 30, 1919. In private life Miss Wells is Mrs Johnny Wright, wife of the senior member of the popular c.&w. duo, Johnny and Jack. The Wrights have three children. Miss Wells was signed by Decca in 1952 and her recording. It Wasn't God Who Made Honky Tonk Angels (an answer to Hank Thompson's Wild Side Of Life) was one of the top five country tunes of 1952. Miss Wells now has a life-time contract with Decca. Her latest release for them, The Man I Use To Know, received a Billboard C.&W. Spotlight. Among her biggest waxings were: Paying For A Back Street Affair, I'll Always Be Your Fraulein, Searching, Repenting, One By One (with Red Foley); Oho, So Many Years and Make Believe (with Webb Pierce); Making Believe, Goodbye Mrs. Brown (with Roy Acuff); I Can't Stop Loving You, and Change of Heart.

PROMOTION DAYS & WEEKS: August 8 is Day of Peace (West Germany) and International Character Day. August 14 is VJ Day, World War II Memorial Day (Arkansas) and the day that 10th Annual Valley of the Moon Chess Festival begins. Also the $1,500 National Trout Derby is held in Livingston, Montana on August 14.

THIS WEEK'S NEW Money Records

. . . an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard ads.

SINGLES

AND NOW—Della Reese ....RCA Victor
BRIGHTEN THE CORNER WHERE YOU ARE—The Browns ....RCA Victor
DEVIL OR ANGEL—Bobby Vee ....Liberty
THERE'S NOTHING LIKE A BOY—Della Reese......RCA Victor
WHIFFENPOOF SONG—The Browns ....RCA Victor

ALBUMS

DARIN AT THE COPA—Bobby Darin ....Atco

According to statistics maintained over a period covering thousands of releases . . . 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

Every week . . . disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

MUSIC AS WRITTEN

• Continued from page 26

wiring, previously necessary for amplification. He has built a transmitter into his guitar which projects the sound to an antenna which can be placed over 400 feet away from where he's plucking.

Ahmad Jamal just plunked down $7,100 for his own concert grand Steinway. . . . Gladys Hampton, manager-wife of Lionel, the hand leader-vibist, is the know-how behind Glad Records, for whom Lionel records. . . . Frank J. Hogan, personal manager of Bob Newhart, the Warner Bros. comedy album hitmaker, has finally settled his managerial contract with Shelly Berman of Verve Records. The Hogan would not confirm, it's reported the split cost Berman $40,000. . . . Milt Salstone, boss of MS Distributing here, is back to work after a six-week bout with painful spinal disk surgery. A.T.C.

Hollywood

You can expect Dot Records prexy **Randy Wood** to announce his firm's acquisition of another label in the near future. He has been closely eyeing various significant diskery properties and indications are he will soon move in that direction.

Fate of the Musicians Guild of America will hang in balance on September 7 and 8 when a National Labor Relations Board election is held to determine whether major movie studio musicians will continue to be represented by Cecil Read's MGA splinter group or whether they will return to the American Federation of Musicians' fold. For the past two years, the Musicians' Union front on the Coast has been split into two warring factions since MGA won the bargaining rights for major studio musicians in July of 1958. Some 1,400 musicians are eligible to vote. AFM called for the election.

Jerri Green, Joy Music's Coast representative for the past decade and with the firm for 18 years, is retiring from the music biz to tend to her children. She was among the first of the gal song pluggers. . . . Capitol Records' chirp **Sue Raney** will play Julie in the Rivington (N. J.) Playhouse production of "Show Boat." After a two-week run, she'll head for a five-day stand at Scranton's (Pa.) State Fair. . . . Special title tune is being readied for **Sam Katzman**'s Clover Productions film "Wizard of Baghdad." . . . RCA Victor's **Sam Cooke** is on his first personal appearance tour outside of the U. S., a three-week swing around the Caribbean with personals in Jamaica, Nassau, Port-of-Spain and the Barbados. Upon his return, be will launch a string of one-nighters thru the South, kicking off in New Orleans. . . . A six-minute overture of tunes popular during the 1921-'24 era will precede the start of the Warner Bros. film, "Sunrise at Campobello." **Leo Armand** arranged and conducts the intro. Film's original background score was penned by **Franz Waxman** who also conducts his own work. . . . **Helen Trauble**, Wagnerian opera's memorable Brunnehilde, will team talents with **Jerry Lewis** in Paramount's "The Ladies' Man." Lee Zhito.

Cincinnati

Frank Shue, former promotion man at Columbia Records here under district manager **Art Miller**, takes off next week to join Stereoddities, Inc., Fort Lauderdale, Fla., in an executive capacity. He has been free-lancing it here the last several months. . . . Singing pianist **Larry Vincent**, now rounding out his seventh year in the Cocktail Lounge of Beverly Hills Country Club, Southgate, Ky., has had his hit tune of a few years back, "If I Had My Life to Live Over," accepted by **Roberta Sherwood** for inclusion in her new Decca album coming up soon. . . . Pianist **Burt Farher**, long a local favorite, and wife, **Pauline**, spent several days here last week before returning East, where Burt rejoins **Arthnr Godfrey** for a few weeks as a vacation replacement. Before jumping into Cincy, Burt served as musical director with the **McGuire Sisters** at the Chez Paree, Chicago, and the Desert Inn, Las Vegas, Nev.

Stan Kamin, formerly associated with Is Nathan's Hit Record Distrihuting Company here and more recently road man for Dot Records out of Hollywood, has resigned the latter post to settle permanently here with his wife and new daughter, Kathleen. Stan is now associated with Beverly Hills Country Cluh, Southgate, Ky., as manager of the restaurant and bar departments. . . . Jim Light, early-morning platter jockey and program director at WSAI here, left his post there last week and has been replaced by Boh Stone as acting program director. Light was the station's sixth program director in two years. . . . Charlie Kanter, long active in the record business here, is recovering from an illness that has had him confined at Jewish Hospital here the last four months, and doctors say he'll be ahle to make it home in about two weeks. Kanter nnderwent two major operations for an internal disorder during his long hospital stay. Bill Sachs

Trailer Answers Problems of Disk Promotion Firm

HOLLYWOOD — The Bacon-Johnson Associates, a record promotion outfit here have just purchased a 20-foot Stanley trailer that they feel answers the cost of travel problem that plagues all those involved in disk exploitation. The rolling home makes possible wider and more varied trips to disk jockeys and radio stations and makes for a personal touch. On one recent trip some 185 stations were covered.

Sun's Cash Promotion

MEMPHIS — Sun Records here has unveiled a special fall merchandise promotion on all Johnny Cash product. Distributors will be offered a special, limited time, 15 per cent discount on three Cash catalog LP's and five EP's.

The label at the same time announced a brand new Cash LP titled "Johnny Cash Sings Hank Williams." On this new set, distribs get a 10 per cent discount during the promotion period.

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EXOTIC SOUNDS VISIT BROADWAY—Martin Denny LRP 3163/LST 7163 Gallery of show tunes framed in the Denny manner.

THE SWINGIN' EYE—Si Zentner and his Orch. LRP 3166/LST 7166 Brilliant big band sound in top-flight standards.

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LEARN—PLAY BONGOS—Jack Costanzo LRP 3177* Exciting step-by-step instructions and practice sessions showing how to play bongos.

ORIGINAL HITS—PAST & PRESENT LRP 3178* A Rockin' Rollin' review of teen hits by the original artists: Walk—Don't Run, Tequila, Oh Julie, etc.

DREAMIN'—Johnny Burnette LRP 3179/LST 7179 Live wire lyrics by Liberty's "smashing" Rock-N-Roller.

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The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 24

BIZET: CARMEN FOR ORCHESTRA

Morton Gould and His Orchestra. RCA Victor LM 2437 — Morton Gould has several albums high on the best-selling charts now, and his latest package should enjoy similar sales success. "Carmen" is particularly adaptable to an instrumental treatment, and Gould captures all the opera's color and drama in this exciting package. Sultry gypsy on cover gives LP strong display value.

RIMSKY-KORSAKOFF: SCHEHERAZADE

Chicago Symphony (Reiner). RCA Victor LM 2446 — Easily one of the most recorded of all the vast library of classical repertoire, "Scheherazade," comes to magic life again under the deft hand of Fritz Reiner. The maestro has offered a new version which can sell a good raft of copies initially and then can sit back and take its place as one of the standard versions. Name value of the maestro should mean a lot here.

Opera

PUCCINI: TURANDOT

Birgit Nilsson, Renata Tebaldi, Jussi Bjoerling, Giorgio Tozzi; Rome Opera House Orchestra and Chorus (Leinsdorf). RCA Victor LM 6149 — This is a truly outstanding album. It is well nigh perfect recording of "Turandot," with a "dream cast" including Birgit Nilsson, Renata Tebaldi, Jussi Bjoerling, and Giogio Tozzi, under the capable baton of Erich Leinsdorf, leading the Rome Symphony Orchestra. The recording itself is flawless, and at the new low Victor price (three-LP opera set now sells for the price of a two-LP opera set) this should be one of the prize packages of the fall season. The libretto is complete and attractive, too.

SPIRITUAL

GOD'S AMAZING GRACE

J. Robert Bradley. Decca DL 74043. (Stereo & Monaural) — The subtitle of this album, "The Gifted Voice of J. Robert Bradley," is not an exaggeration. Here is a voice full of quality and texture. These elements, coupled with the emotional fervor, make this an unusually fine album in its category. Dealers should demonstrate this to lovers of religious music.

Sound

MUSIC OF EDGAR VARESE: IONISATION; DENSITY 21.5; INTEGRALES; OCTANDRE; HYPERPRISM; POEME ELECTRONIQUE

Columbia MS 6146. (Stereo & Monaural) — For more than 25 years, Varese has been a leading composer of "new wave" music. This collection of his works brings to them the advantages of stereo. All the works are striking, with "Ionisation" the most widely known. But his latest, "Poeme Electronique," will stir up the most excitement. Created directly on tape, it is a fascinating collection of sounds that will shock, surprise, baffle and entertain. Nobody will remain indifferent to it, and dealers who demonstrate it are sure to attract a crowd.

CHILDREN'S

POPEYE'S FAVORITE STORIES

Jack Mercer and Mae Questel. RCA Camden CAL 1046 — The old "Popeye" cartoons have enjoyed considerable success with small fry on the syndicated TV film circuit, and this package should have strong appeal to those fans. The stories are new, but characters are enacted with the original cartoon voices. Bill Simon ork's backing is appropriately lighthearted.

CHILDREN'S LOW PRICE

NURSERY SONGS AND STORIES

Gene Kelly. Harmony HL 9521 — Gene Kelly's movie and TV fame should give this package strong sales appeal in the low-priced market. He offers ingratiating narration on two stories ("The Shoemaker and the Elves" and "The Cuckoo Who Lived in a Clock"), and warbles with effortless charm on a group of nursery tunes — "London Bridge," "Jack and Jill," etc. Nice cover photo of star.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

Pop

I WANT TO BE HAPPY

Joe Harnell, Piano. Epic BN 573. (Stereo & Monaural — Joe Har-

(Continued on page 31)

★★★★ VERY STRONG SALES POTENTIAL

• Continued from page 24

My Heart," "Melancholy Baby," etc., and the gal is nicely backed up by a male group that's on a modified barbershop kick. A lot of happy sing-a-long stuff here that her fans will really go for.

★★★★ THE BALLADS OF LADY JANE

Jane Morgan. Kapp KL 1191 — Jane Morgan forsakes her usual pop vein to try her vocal talents on a group of lovely folk themes. Backing is simple but effective on "The Riddle Song," "Molly Malone," "Scarlet Ribbons." The Foggy, Foggy Dew," etc. An interesting change of pace which should draw plenty of spins for the thrush.

★★★★ DREAMIN

Johnny Burnette. Liberty LST 7179. (Stereo & Monaural) — Johnny Burnette, who had a hit a while back with "Settin' the Woods on Fire," which is in this album, sells a group of country and pop tunes brightly on this new release. Sides include the Hank Williams tune "Kaw-Liga," as well as "Lovesick Blues," "Love Me," "Please Help Me I'm Falling," "Why Don't You Haul Off and Love Me," and others in the same vein. Good album that could sell.

★★★★ IT TAKES TWO TO BUNNY HOP, ETC.

Warren Covington and the Tommy Dorsey Orchestra. Decca DL 78996 (Stereo & Monaural)—The Warren Covington ork has come up with another mixed bag on the heels of their last disk, similarly titled, which featured Latin-American music of various types. This one consists of a wide selection, including bunny hop, fox trot, waltz, rock 'n' roll, Charleston, polka, Peabody, jitterbug, hokey pokey and La Raspa. Again, the beat is solid and the arrangements above average for a dance disk

★★★★ SAMMY KAYE AND HIS ORCHESTRA PLAY 18 ALL-TIME SONG AND DANCE MOVIE HITS

Columbia CL 1467 (Stereo & Monaural)—Another salable package for the swing 'n' swayers, who have proved adept in the past at selling a flock of albums keyed to show songs. Here's a big collection of older movie songs, taken from the great ones of the '30's which featured Fred Astaire with various leading ladies. "The Continental," "Cheek to Cheek," "Pick Yourself Up" and "Orchids in the Moonlight," are all included. This can sell well.

★★★★ AROUND MIDNIGHT

Julie London. Liberty LRP 3164 — A fetching package indeed. The thrush devotes her distinctive style to tunes suggesting the wee hours of the morning. They are in various tempi, and some have a jazz quality. The production is very strong, Liberty having gathered a group of musicians which contribute a big, lush instrumental sound. Material includes "'Round Midnight," "Don't Smoke in Bed," and "Black Coffee."

LOW PRICED POPULAR ★★★★

★★★★ SWEET AND SWING

The Ames Brothers. Camden CAL 571—The Ames Brothers blend smoothly on a group of oldies—mainly in the sweet groove—spiced by a few novelties and swing items. Most of the tunes are in the lesser known oldie category — "Summer Sweetheart," "I Saw Esau" and "Leave It to Your Heart." A solid buy in the low-priced market.

★★★★ THE BEST FROM FIORELLO AND THE SOUND OF MUSIC

Florence Henderson and Sid Bass, His Ork and Chorus. Camden CAS 599 (Stereo & Monaural)—The featured performer on this medley of tunes from the current Broadway smashes, "Fiorello" and "The Sound of Music," is Florence Henderson, who has been a featured performer herself in various musicals. She sings the songs in a winning manner and the backing by the Sid Bass orchestra is first-rate. Good wax at the price.

JAZZ ★★★★

★★★★ THE BIG SOUND-BAND

Johnny Griffin Orchestra. Riverside RLP 1179 (Stereo & Monaural)—Here's a tonic of big band jazz with a whole lot of down to earth, basic funk. The idea of the set was to go back to the bedrock blues, spiritual and gospel themes for the source of the drive and this, thanks to the exciting arrangements of Norman Simmons, was largely accomplished. The sound of this band is great, with a really punching spontaneous drive about it and the recording does it full justice. Numbers include "Deep River," "Wade in the Water" and "Jubilation."

★★★★ JAZZ SONG BOOK

Les Brown. Coral CRL 7 57311 (Stereo & Monaural)—This is an unusual album for Les Brown. Instead of only the Les Brown

(Continued on page 31)

Best Dealer Mark-up!

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SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

• Continued from page 30

nell turns in piano playing that is full of surprises. The music consists entirely of the cream of Vincent Youmans' output, including "Carioca," "Orchids in tha Moonlight," "Tea for Two," "Time on My Hands," and "Sometimes I'm Happy." Harnell's keyboard approach fresh and offbeat. Sudden changes in tonality, minor progressions and numerous startling chordal turns reveal him to be a pianist of ideas. A swinging orchestral backing also helps. Jazz jocks will find some choice bands here.

WHO'S AFRAID OF THE BIG BAND BEAT

Francis Bay and His Big Band. Epic BN 567. (Stereo & Monaural) —The Belgian-born Francis Bay has fashioned a big band that stands among the best around today. It shows drive, power and instrumental mastery, plus some effective arrangements. They've been recorded before, but this may be their most effective collection. The group does remarkable things with swing era classics such as "Jersey Bounce," "Bugle Call Rag," "Skyliner," "Woodchopper's Ball" and "One o'Clock Jump." The arrangements are made to order for stereo without phony effects, and will bear demonstrating. Some quality jockey material here for big band shows.

THE MAGIC OF THE CARIBBEAN

Herbert Spencer and His Ork. Decca DL 79080. (Stereo & Monaural) — This is a lovely album with wonderful packaging and fine readings of familiar Caribbean folk songs, and entertaining travel tips on Caribbean lands. It is the type of super-duper packaging that with exposure could turn into a big seller. The Herbert Spencer ork plays "The Peanut Vender," "Jamaica Farewell," "Limbo Man," etc. Good wax.

Pop Disk Jockey Programming

HUGO WINTERHALTER GOES GYPSY

RCA Victor LPM 2167 — Winterhalter and his ork provide haunting treatments of spirited gypsy themes, with a lyric soprano voice featured on four of the sides. It's a romantic collection of exciting mood music — spotlighting traditional gypsy solo instruments — for jocks. Tunes include "Golden Earrings," "Zigeuner," "Hora Staccato" and "Hungarian Dance No. 5."

Pop Talent

PAM

Pam Garner. Columbia CL 1472. (Stereo & Monaural) — Pam Garner is a young Texas lass who has a chance of becoming a big name in the pop-jazz singing world. She has an individual style—with perhaps a touch of Chris Connor—a feeling for a song, and an ability to do things with a tune that are notable in a new singer. She takes a group of slow ballads here and sells them in winning fashion, helped immensely by the Johnny Richards ork support. Tunes include "Angel Eyes," "Blame It on My Youth" and "Lush Life."

★★★★ VERY STRONG SALES POTENTIAL

• Continued from page 30

crew, which is pretty good by itself, it also features a soloist on each tune, men of the stature of Terry Gibbs, whuddy De Franco, Ronnie Lang, Zoot Sims, Frank Rosolino, and Don Fagerquist. Each of thesa men comes thru with strong performances and the ork backing is mighty fine, too. Tunes are mainly standards, from "I Remember You," to "I Only Hava Eyes for You.

CLASSICAL ★★★★

★★★★ VIVALDI: THE SEASONS—VIOLIN CONCERTI, OP. 8, NOS. 1-4 "I MUSICI" 6

Felix Ayo, violinist. Epic BC 1086 (Stereo & Monaural)—There is substantial representation of the grouping of four short concertos already on the market, including a very recent release on RCA Victor. This performance, however, by the conductorless Italian group merits exposure both for tha persuasiveness of performance of such a well-known group of works, and also for its value in highlighting tha group itself, which has a handsome, flowing sound about it. Package merits exposure.

★★★★ RACHMANINOFF: CONCERTO NO. 2; THREE PRELUDES FOR PIANO: NO. 3 IN D MINOR, OP. 23; NO. 6 IN D MINOR, OP. 23; NO. 6 IN E-FLAT; MAJOR, OP. 23; 2 IN C SHARP MINOR; OP. 3

Leonard Bernstein, New York Philharmonic, Columbia MS 6148 (Stereo & Monaural)—There are many fina versions of Concerto No. 2 already available, but this one should fare well sales-wise on the basis of strong performances by young pianist Philippe Entremont and conductor Bernstein, plus the latter's solid name value. Entremont's expressiva readings of the lesser known preludes is an added plus for the package.

★★★★ PROKOFEIV: SYMPHONY NO. 4, OP. 47-112

Eugene Ormandy, Philadelphia Orchestra. Columbia MS 6154 (Stereo & Monaural)—This is one of tha lesser known of tha Prokofiev symphonies, having been rarely performed despite masterly composition contained in it. Ormandy and tha Philadelphia Orchestra do a service in bringing it to tha attention of classical buyers. Dealers may note this point in discussing it with clientale. A fine performance. There are scholarly notes by Davis Johnson, and an eye-catching cover.

★★★★ BARTOK: CONCERTO FOR ORCHESTRA

Leonard Bernstein, New York Philharmonic. Columbia MS 6140 (Stereo & Monaural)—A superb performance of the Bartok Concerto for Orchestra by the New York Philharmonic with Leonard Bernstein. The orchestra handles tha Bartok work in warm fashion under tha imaginative batoning of Bernstein. A recording that should have steady appeal.

★★★★ PROKOFIEFF: SYMPHONY NO. 5, OP. 188

George Szell, conductor, the Cleveland Orchestra. Epic BC 1879 (Stereo & Monaural)—Prokofieff's Fifth, a milestona in tha lata great composer's career, receives a splendid performance by one of tha great orchestras, under tha baton of George Szell. Fine engineering, and scholarly notes by Klaus George Roy. The cover merits important display space too.

★★★★ RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME

Chicago Symphony (Reiner). RCA Victor LM 2436 — Stirring readings of the two most popular of Respighi's three Roman tona poems by tha Chicago Symphony Orchestra under Fritz Reiner. Tha familiar compositions are performed with all their colors showing, and tha record is sure to be in demand among both old and new collectors. Tha covar is striking, too.

★★★★ ARMED FORCES SUITE

RCA Victor Symphony Orchestra and Symphonic Band (Bennett). RCA Victor LSC 2445. (Stereo & Monaural) — This is a very interesting and attractive symphonic poem dedicated to the U. S. Armed Forces from tha Revolutionary War to World War II. It is in eight parts, and each section (1776, 1812, 1836, 1845, 1861, etc.) is a melange of the war songs, and the songs sung at home, in the various periods. They have been dramatically scored by Robert Russell Bennett and full use has been made of stirring stereo techniques. Tha orchestra performs the work with enthusiasm. It's an enjoyable album and ona that will appeal to many.

★★★★ HEIFETZ: SIBELIUS VIOLIN CONCERTO

Chicago Symphony (Reiner). RCA Victor LM 2435 — One of the faw recent recordings of this not-too-widely performed work, which can easily become a standard version, along with an earlier one by Oistrakh on Angel. Heifetz' name and skill ara a sort of sales dynamite and like in most other cases, they will work together in pushing this set to tha fore in the coming fall season. The presenca of the Chicago Symphony will also lend attraction to the set.

★★★★ THE MUSIC OF FRANZ LISZT: HUNGARIAN RHAPSODY NO. 2; MAZEPPA; LES PRELUDES; RAKOCZY MARCH

Boston Pops Orchestra (Fiedler). RCA Victor LM 2442 — Some highly flavored, lightweight repertoire is performed admirably by one of the equally highly popular ensembles. Tho Pops has won a lot of recent attention at the dealer level, via its special Anniversary "Night at the Pops" promotion, complete with beer mugs, and this can get added reflectad attention from that promotion. Beyond this it constitutes delightful listening in itself. Very attractive cover.

★★★★ PONCE: CONCERTO DEL SUR; RODRIGO: FANTASIA PARA UN GENTLEHOMBRE

Andres Segovia, Guitar; Symphony of the Air (Jorda). Decca DL 10027 — This disk is a single record release that formerly was available only as part of tha lavish three-LP Segovia Golden Jubilee set honoring the great guitarist. The Ponce Concerto is an impressionistic blend of Latin musical ideas. Tha Rodrigo suite is built from tunes derived from the 17th Century composer, Gaspar Senz. Both are charming efforts performed with the master's finest virtuosity and sensitivity. Will be warmly received by thosa of Segovia's big following who don't own the multiple-disk set.

LOW-PRICED CLASSICAL ★★★★

★★★★ JOHANN STRAUSS JR. WALTZES

Oslo Philharmonic Orchestra (Fjeldstad) Camden CAS 623 (Stereo & Monaural)— A collection of Strauss waltzes played by a Scandinavian orchestra may seem stranga at first sight, but the performances themselves are warmly idiomatic and even seem to have that certain Viennese lilt. Some of the waltz king's greatest efforts are included: "Emperor Waltz," "Blue Danube," "Roses From the South," "Tales From the Vienna Woods," "Voices of Spring" and "Wine, Women and Song." The constant popularity of this champagna music makes this bargain disk appear a brisk seller.

SPOKEN WORD ★★★★

★★★★ KICK THY OWN SELF

Brother Dava Gardner, RCA Victor LSP 2239. (Stereo & Monaural) — Another in the ever-growing parade of comedy records. Dave Gardner is at it again with his somewhat hip routines done in the trade-mark Gardner mountain-style dialect. This one was recorded live at the Tidelands Club in Houston, and its likely to get quita a play, particularly in view of Gardner's frequent outings on tha Jack Paar Show.

SACRED ★★★★

★★★★ THE STEWART FAMILY SINGS COUNTRY SACRED SONGS

King 687 — Nearly all of the selections that make up this collection seem to be originals, but all are genuinely in the true country idiom. Tha performances, too, are in authentic style, with the Stewart Family in good voice. Altho all ara reverent in approach, some unique and humorous country philosophy is expressed in the lyrics. Country jockeys will find some good spinning hera.

★★★ GOOD SALES POTENTIAL

★★★ I'VE GOT A RIGHT TO SING THE BLUES

Eileen Farrell. Columbia CS 8256. (Stereo & Monaural) — The great dramatic soprano turns her attention to pop standard material. Included ara "Blues in the Night," "Old Devil Moon," and "September Song." Luther Henderson arranged and conducted the date. This, of course, is a disk of much interest, for it is rare to have such a classical talent turn her art to the pop field. Her wide-range talents, including jazz and pop as well as classical, are attested to in an unusual set of notes by Columbia execs. Mild commercial possibilities.

(Continued on page 32)

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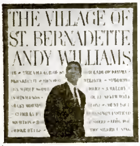

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WHO IS THE GIRL WITH THE STORY IN HER EYES!

GIVE TO DAMON RUNYON CANCER FUND

• Reviews and Ratings of New Albums

• Continued from page 31

★★★ SONGS EVERYBODY KNOWS
Leony Dee. Decca DL 78978. (Stereo & Monaural) — Lenny Dee plays a collection of familiar tunes on the organ here, including "Bye Bye Blues," "Josephine," "The Darktown Strutters Ball," and "After the Ball." Good set for group singing, or just listening.

★★★ WILDE ABOUT MARTY
Marty Wilde. Epic BN 575. (Stereo & Monaural) — This British lad has a lot of talent as he shows here in his second American album with a flock of tunes which cast him in both a rocker as well as a straight or legit chanting role. Either way, he's effective. Material ranges from a driving "Come On-a My House," to a warm ballad, "Is This a Dream." The singer first scored in the States with the single, "Bad Boy," and this album can make him new friends.

★★★ THE BREEZE AND I
D'Artega and His Ork. Decca DL 78990. (Stereo & Monaural) — The poignant, lushly romantic music of Lecuona is spotlighted in this package of listenable instrumentals. Utilizing rich, full orchestrations, D'Artega interprets 12 of Lecuona's most effective compositions — "Malaguena," "La Comparsa," the title tune, etc. Standout mood music.

★★★ INFORMALLY YOURS
Carmen Cavallaro. Decca DL 74817. (Stereo & Monaural) — The veteran poet of the piano is back with another album that should keep his following happy. In all, 17 different tunes get the distinctive Cavallaro treatment, backed by rhythm and, on occasion, a guitar. Each side of the disk runs continuously, altho the tunes are separated visually into bands. This supplies non-stop dancing or listening. Cavallaro gives each tune as much time as he thinks it requires, so some are quite brief while others get more extended treatment, as with "Just One of Those Things," "Honeysuckle Rose" and "Claire de Lune."

★★★ ETHEL SMITH ON BROADWAY
Decca DL 78993. (Stereo & Monaural) — Ethel Smith has won a host of fans by her work on the Hammond organ in the course of producing a great variety of albums. Her latest features show tunes from recent Broadway musicals, including some selections from "The Sound of Music," "Gypsy," "Take Me Along," "Greenwillow," "Fiorello," "Music Man" and "Destry Rides Again." Their listenability proves that Miss Smith remains among the top Hammond stylists around.

★★★ SKIN TIGHT
Marty Gold and His Ork. RCA Victor LSP 2230. (Stereo & Monaural) — Sound fanatics should get a charge from this set. Marty Gold has used nine percussionists, who work on several dozen instruments including several imported from the Near and Far East. These are used very musically, however, and not for sheer noise. A dozen tuned kettledrums actually are used as melody instruments. The music features a single section of the orchestra on each selection, plus, of course, the percussion. Some of the best tracks are "Perdido," "Lover," "How High the Moon" and "Jungle Drums."

★★★ SONGS OF THE ISLANDS
Wayne King and His Ork. Decca DL 74023. (Stereo & Monaural) — The Wayne King ork appears to have all of its old-time flavor here, as the vet band leader leads his crew thru a fine group of tunes dealing with the 50th State. Songs of Hawaii include "Song of the Islands," "Paradise Isle," "Aloha Oe," and "Sweet Leilani."

★★★ "BIG" TINY LITTLE'S SINGING HONKY TONK
Big Tiny Little. Coral CRL 757335. (Stereo & Monaural) — This package blends a sing-along flavor with Little's infectious honky-tonk-styled piano. The results are bright, happy wax with solid juke appeal. Charles Bud Dant's chorus and ork provide good support. Selections include "Daddy," "Marie," "In a Shanty in Old Shanty Town" and other bouncy oldies.

★★★ COME DANCE AT MY PARTY
Various Artists. Epic BN 576. (Stereo & Monaural) — Seven orks are featured on this album which spotlights 11 different dance tempos — with instructions on how to do each dance on the back of the album. The varied, danceable line-up includes Chuck Sagle, Lester Lanin, Francis Bay, Lee Castle and the Jimmy Dorsey ork, Paulo Alencar, Link Wray and the Polka Kings. Dances include Charleston, Hokey Pokey, mambo, Mexican Hat Dance, samba, polka, cha-cha, Bunny Hop, Lindy, stroll and rock. Good wax for versatile terp fans.

★★★ STRAUSS WALTZES
Helmut Zacharias and His Magic Violins. Decca DL 78985. (Stereo & Monaural) — Sweet-stringed, romantic violin solos highlight this collection of the best known Strauss waltzes — "Tales From the Vienna Woods," "The Blue Danube," "Voices of Spring," "Emperor Waltz," etc. Lush, melodic mood wax.

★★★ OVER THE RAINBOW
Jesse Crawford. Decca DL 78984. (Stereo & Monaural) — The veteran organist's loyal following will be pleased with his latest package — a collection of leisurely paced standards. Crawford's expert solo work is featured on such lovely tunes as "Laura," "Over the Rainbow," "Deep Purple," "Ruby," etc. Effective cover gives package good display value.

★★★ HITS FROM THE HILLS
The Merrill Staton Choir. Epic BN 572. (Stereo & Monaural) — This package has a misleading title, since its contents are strictly pop. The "Hills" is a pun-reference to songwriter Billy Hill, who is represented by seven selections — "Somebody Else Is Taking My Place," "The Glory of Love," etc. The Choir — in its first pop song LP — is in melodic vocal form, and the results are eminently spinnable for pop jocks.

★★★ THE TWO RALPH HUNTER CHOIRS
Ralph Hunter and Sid Ramin. RCA Victor LSP 2115. (Stereo & Monaural) — This is a unique album, featuring songs sung by two choruses in the best stereo manner. The two choruses handle a group of standards in wild style, and the sound is exceptional. The orchestra backing the two choruses belongs to Sid Ramin, and the ork adds much to the sound. Tunes include "The Way You Look Tonight," "I'll Get By," "Speak Low," and "Moonglow."

★★★ THE BEAT FOR THE GENERATION
Sal Salvador and His Ork. Decca DL 74026. (Stereo & Monaural) — Colorful writing, with constant attention to the beat, mark these fresh-sounding performances. "To Beat or Not to Beat," "That Old Feeling," "The Mad Pad," "The Continental," are some of the numbers — showing the intermixture of standards and originals.

★★★ A PARIS
Vicki Benet. Decca DL 78987. (Stereo & Monaural) — Miss Bent is a bi-lingual thrush, speaking French and English perfectly. Raised in Montmartre district of Paris, her French songs have a flavor of authenticity. Some of the material is sung in French, some in English, and several songs are in both languages. "Paris Canaille," "The Last Time I Saw Paris," and "The Poor People of Paris," are typical. Gallic charm is here.

★★★ THE MUSIC OF HAWAII
Dick Kesner. Coral CRL 757352. (Stereo & Monaural) — This package of music of Hawaii is unusual in that it features the fine violin of Dick Kesner. Musical director Charles Bud Dant has given much thought to the different sides and has used two different orchestral groups to achieve his effects. Material includes "Blue Hawaii," "Beyond the Reef," and "Lovely Hula Hands."

★★★ MR. RHYTHM AND BLUES
Hank Ballard and the Midnighters. King 700. (Stereo & Monaural) — A strong package for the teen-age group. Ballard's performances here will really rock the youngsters. He displays plenty of style and technical facility in such sides as "Look at Little Sister," "Never Knew," "Finger Poppin' Time," etc.

★★★ THEATRE ORGAN AFTER DARK
Leonard MacClain. Epic BN 569. (Stereo & Monaural) — This is the second of MacClain's albums recorded on the "mighty Wurlitzer" at the Tower Theater, Upper Darby, Pa. The artist well understands the capabilities of the instrument. Material includes "Japanese Sandman," "Romance," and "Falling In Love With Love."

CLASSICAL ★★★

★★★ WAGNER: DIE MEISTERSINGER OVERTURE; THE FLYING DUTCHMAN OVERTURE; PRELUDE AND GOOD FRIDAY SPELL FROM "PARSIFAL"
Columbia Symphony Orchestra (Walter). (Columbia MS 6149. (Stereo & Monaural)— The collection of Wagner compositions should please Wagner fans, for the orchestra here, under Bruno Walter, performs them with spirit and warmth. There are, of course, many recordings of the two overtures and the "Prelude" and "Good Friday Spell" from "Parsifal" has also been well waxed. But the performances are fine and the attractive album cover and the power of the Walter name should help sales.

★★★ MUSIC FOR TWO GUITARS
Rey De La Torre, Classic Guitarist. Epic BC 1873. (Stereo & Monaural) — An interesting collection of various Iberian musical styles and rhythms, including selections for guitar by such composers as Villa-Lobos, Albeniz, Granados and Fernando Sor. Tho perhaps not in a class with Segovia, De La Torre is nevertheless accomplished, and students of this typically Spanish idiom, will find this package an addition of some merit.

★★★ HANDEL: VOLUME II - CONCERTI GROSSI, OP. 6 - NOS. 4, 5 & 6
Handel Festival Orchestra (Halle Horst-Toon Margraf). Epic BC 1089. (Stereo & Monaural) — There are several complete sets of the 12 numbers of the Concerti Grossi now available but Epic so far has the only known stereo recordings of any of the 12. In earlier sets, numbers 4, 9, 10 and 12 became available and here for the first time, in addition to the 4th, the 5th and 6th are also performed. The performances of the Handel group, it may be said, are superior, as is the recording itself. Certainly the set is worthy of note for collectors.

★★★ DEBUSSY: THE MARTYRDOM OF ST. SEBASTIAN
The Philadelphia Orchestra (Ormandy). Columbia M2S 609. (Stereo & Monaural) — By all odds this is one of Debussy's least celebrated works. Yet it has considerable dramatic impact which is well captured here. Originally composed as incidental music to the Gabriele d'Annunzio mystery play, the Debussy composition was expanded to include singers and narrator for a concertized presentation. Here there is the name value of Vera Zorina as the narator and soprano Hilde Gueden in addition to Ethelwyn Whitmore and Natalie Moeckel, both mezzos. Few other complete versions exist, which can account for this de luxe, box-packaged item becoming standard merchandise for the repertoire.

★★★ SCHUMANN: KINDERSCENEN, OP. 15; PAPILLONS, OP. 2; SCHUBERT: 16 GERMAN DANCES, OP. 33; SONATA IN A MAJOR, OP. 120
Ingrid Haebler, Pianist. Epic NC 1887. (Stereo & Monaural) — The attractive young baroness who made her New York concert debut last season is known in this country for her Mozart keyboard interpretations. This new release shows that she has a wider range of power and expression. Miss Haebler does nobly by the two sets of Schumann miniatures and by Schubert's lovely "A Major Sonata" and 16 German Dances. Competition is very strong, mainly on "Kinderscenen," but the sheer quantity of numbers as well as quality of this recording will be a positive factor.

★★★ GUSTAV MAHLER: SYMPHONY NO. 4 IN G MAJOR
New York Philharmonic (Bernstein). Columbia MS 6152. (Stereo & Monaural)— The Fourth is the reigning favorite among Mahler's works in this centennial year of the composer. This is the third stereo issue to appear of the symphony that is Mahler's simplest and least complex, and the perfect introduction to his works. Tho it faces formidable competition, Bernstein's name will mean sales. This well-performed version is blessed with excellent and meaningful notes on the composer and this work.

★★★ VERDI: IL TROVATORE
Roman Opera House Orchestra and Chorus (Basile). RCA Victor LM 6150 — This highly charged dramatic opera, one of the most popular works in the repertoire, gets a colorful performance from a highly able cast, including Leontyne Price, Richard Tucker, Leonard Warren, Rosalind Elias and Giorgio Tozzi. Many opera buffa will select this as their preferred version altho it faces rugged competition from other versions starring Callas and Tebaldi.

JAZZ ★★★

★★★ JAZZ IN THE SPACE AGE
George Russell and His Ork; Bill Evans, Piano. Decca DL 79219. (Stereo & Monaural) — This could be called a jazz-symphonic poem. It is a collection of four related tone poems, all dedicated to the new jazz of the 1960's, with all four works composed by George Russell. It's modern jazz with an added flavor, what Russell himself calls pan-tonality. And it features pianist Bill Evans, as well as a group of top-flight modern jazzmen. However, the compositions seem to restrict the soloists, including Evans, altho the rhythmic back-

(Continued on page 40)

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PROMOTION MAN BACK IN OLD-TIME SADDLE

• *Continued from page 1*

have passed, and by the time it is broken in another market two more weeks pass. This means that another label can cover the record and bust it loose in markets that the first label's promotion man has not even visited yet. This happened with "Alley Oop" and "Look for a Star."

New distributors, who were never involved in the payola scandals, have sprung up in key markets during this new era in record promotion. Most of these new distributors are young or energetic and don't have the loot to throw around that their predecessors did. They, too, have turned to intensive promotion to establish their records, and they cultivate jockeys not to pay them but to win them over. And they are finding it is not so hard to win the jocks over as long as they tell a straight story and work with the jock. This has given some of the newer distributors a strong success record in breaking new hits on small labels. Among the distributors who have opened recently are Eddie Rashbaum in New York, Bobby Heller in Philadelphia, Herb Dale in Boston, Joe Martin in Newark, Norm Wienstroer in St. Louis, Baney Ales in Detroit, and Jack White in Chicago.

This doesn't mean that the older distributors are not breaking hits—they are, too. But they are doing it by work and more work rather than by the generally outmoded system of pay and play. Altho it is still a surprising turnabout to some manufacturers, and distributors, and some jockeys, it would be safe to say that most manufacturers, distributors and deejays like it better — without payola. This is because it allows a jock to make his own decisions more on the basis of what he thinks than what the money thinks, and it has restored much of the old relationship that used to exist between the promotion man and the jock, and the promotion man and the manufacturer.

FRENCH BRASS TAB 'MUSTAPHA' SUBVERSIVE

• *Continued from page 1*

goes so far as to claim that "Mustapha" is to the Algerian war what "Lili Marlene" was to World War II.

Altho the rhythm makes this hard to believe, the French government apparently agrees. The government has let it be known at Radiodiffusion Francaise, the national radio, that "Mustapha" is classed as "unpatriotic," and as such should collect dust in the record library.

Meantime, "Mustapha" is being played as the Algerian rebel theme song on the Tunisian and Moroccan radios, which beam certain transmissions to the FLN, the Nationalist Liberation Front, as the Algerian rebels formally are known.

Communist radio transmissions to the Algerian rebel forces are also giving "Mustapha" a big ride.

Fontana, caught in the middle, is taking the only course it considers possible — it is trying to ignore the "Mustapha" miscue as a simple gaffe —nothing more.

NEWS REVIEW

Spectacular M-G-M Line A Winner

NEW YORK — M-G-M Records, as part of its fall program of close to 30 new releases, has included a blockbuster sound "spectacular" series, which is sure to create new fuss and feathers in the growing market for disks with the accent on what has been referred to as the "ultimate" in sound.

Unlike several other companies, which have started separate label identification for their super-sound packages, M-G-M sticks to its own mother logo, using the "spectacular" tag as a cross identification.

Initial release in this group consists of five all-instrumental sets, each one of which is keyed to a specific school of instrumentation. Certainly one of the most colorful of these is the "Spectacular Brass" set and one number alone, "Let Me EntertainYou," from "Gypsy," with a flock of swaggering, full-blown brass sounds, is worth almost the price of admission in itself. Another interesting set features a colorful harmonica ensemble. Robert Maxwell, harpist extraordinaire, also contributes fine listening via his "Spectacular Harps" album. The group is rounded out with sets featuring accordions and percussion. The latter, the well made, will find a highly competitive market.

Vet a.&r. man, Eddie Heller, is to be commended for producing the line-up, which includes:

"Spectacular Harps"; E 3836; "Spectacular Brass," E 3844; "Spectacular Percussion," E 3845; "Spectacular Harmonicas," E 3846; and "Spectacular Accordions," E 3856.

Ren Grevatt.

4-TRACK TAPE WINS INDUSTRY APPROVAL

• *Continued from page 1*

working side by side with the companies' disk distribs.

During UST's first year of operations, its sales reportedly passed the $1,500,000 mark. Its sales target for the coming year is pegged at $3,000,000.

Bel Canto stereophonic tapes, at one time part of the UST fold, has splintered off since it was purchased by Thompson-Ramo-Wooldridge and has built its own galaxy of diskeries whose product it issues in tape form. Bel Canto prexy Russ Molloy produces four-track tape (in addition to two-track and tape cartridge) versions of albums recorded by some six different labels, including Dot, Liberty, Stereo-Fidelity, and its most recent acquisition, Disneyland-Buena Vista.

Bel Canto's sales of four-track fare will add substantially to the total quarter-track market's gross. Now that Capitol, Columbia and RCA Victor have jumped into the market, further expansion of four-track's market is assured.

Approximately a half-million four-track tape machines have been manufactured during the past year. (All playback equipment includes four-track facilities.) In addition, an incalculable number of four-track adapters have also gone into use. Thus, after one year since four-track seriously appeared on the scene, it seems slated to become firmly entrenched.

THE NATION'S TOP TUNES
HONOR ROLL OF HITS
TRADE MARK REG.

FOR WEEK ENDING AUGUST 14

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	5
2	2	I'M SORRY	By Self—Published by Champion (BMI)	9
3	5	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	3
4	4	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	7
5	3	ALLEY-OOP	By Frazier—Published by Kavelin-Maverick (BMI)	9
6	11	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pics (ASCAP)	10
7	7	PLEASE HELP ME, I'M FALLING	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	7
8	6	LOOK FOR A STAR	By Anthony—Published by Harlene (ASCAP)	7
9	8	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	8
10	10	TELL LAURA I LOVE HER	By Barry-Raleigh—Published by Marks (BMI)	6
11	9	IMAGE OF A GIRL	By Clasky-Rosenberg—Published by Eldorado (BMI)	5
12	12	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	11
13	18	WALK, DON'T RUN	By Smith—Published by Electron (BMI)	2
14	15	FEEL SO FINE	By Lee—Published by Nash-Beau (BMI)	3
15	—	TWIST	By Hank Ballard—Published by Lois Music (BMI)	1
16	17	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	4
17	16	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guidry—Published by Travis (BMI)	5
18	21	MISSION BELL	By Michael—Published by Bamboo (BMI)	4
19	14	WHEN WILL I BE LOVED	By Everly—Published by Acuff-Rose (BMI)	6
20	20	PAPER ROSES	By Spielman-Torre—Published by Pambill (ASCAP)	14
21	30	THIS BITTER EARTH	By Otis—Published by Play (BMI)	3
22	19	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	15
23	23	TROUBLE IN PARADISE	By Smith-Khent—Published by Winneton (BMI)	4
24	27	QUESTION	By Price-Logan—Published by Pri-Gan (BMI)	3
25	—	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	1
26	25	JOSEPHINE	By King-Bivens—Published by Feist (ASCAP)	4
27	—	A WOMAN, A LOVER, A FRIEND	By Sid Wyche—Published by Merrimac (BMI)	1
28	28	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	2
29	—	HEARTBREAK (IT'S HURTIN' ME)	By Thomas-Hoyles—Published by Pamco (BMI)	3
30	—	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	1

RECORDING AVAILABLE
(Best Selling Record Listed in Bold Face)

1. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—**Brian Hyland, Leader 805.**
2. I'M SORRY—Bo Diddley, Checker 913; **Brenda Lee, Dec 31093;** George Jackson, Atlantic 1024; Platters, Mer 71032.
3. IT'S NOW OR NEVER—**Elvis Presley, Vic 7777.**
4. ONLY THE LONELY—**Roy Orbison, Monument 421;** Johnny Western, Col 41500.
5. ALLEY-OOP—**Dante and the Evergreens, Madison 130;** Dyna-Sores, Rendezvous 120; **Hollywood Argyles, Lute 5905.**
6. BECAUSE THEY'RE YOUNG — Jimmy Darren, Colpix 142; **Duane Eddy, Jamie 1156.**
7. PLEASE HELP ME, I'M FALLING —**Hank Locklin, Vic 7692;** Rose Maddox, Cap 4347.
8. LOOK FOR A STAR — Jericho Brown, Warner Bros. 5161; **Dean Hawley, Dore 554; Garry Miles, Liberty 55261; Garry Mills, Imperial 564; Billy Vaughn, Dot 16106.**
9. MULE SKINNER BLUES — Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; **Fendermen, Soma 113.**
10. TELL LAURA I LOVE HER—**Ray Peterson, Vic 7745.**
11. IMAGE OF A GIRL—**Safaris, Eldo 101.**
12. EVERYBODY'S SOMEBODY'S FOOL—**Connie Francis, M-G-M 12899.**
13. WALK, DON'T RUN — **Ventures, Dolton 25.**
14. FEEL SO FINE—**Johnny Preston, Mer 71651.**
15. TWIST—**Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.**
16. FINGER POPPIN' TIME — **Hank Ballard and the Midnighters, King 5341.**
17. WALKIN' TO NEW ORLEANS—**Fats Domino, Imperial 5675.**
18. MISSION BELL — **Donnie Brooks, Era 3018.**
19. WHEN WILL I BE LOVED — **Everly Brothers, Cadence 1380.**
20. PAPER ROSES — **Anita Bryant, Carlton 428.**
21. THIS BITTER EARTH — **Dinah Washington, Mer 71635.**
22. CATHY'S CLOWN—**Everly Brothers, Warner Bros. 5151.**
23. TROUBLE IN PARADISE—**Crests, Coed 531.**
24. QUESTION — **Lloyd Price, ABC-Paramount 10123.**
25. IN MY LITTLE CORNER OF THE WORLD—**Anita Bryant, Carlton 530.**
26. JOSEPHINE—**Bill Black's Combo, Hi 2022;** Charlie Blackwell, Warner Bros. 5053; Wayne King Ork, Vic 0184; Johnny Maddox, Dot 15142; Russ Morgan Ork, Dec 27703; Lloyd Mumm, Omega Disk 150; Lawrence Welk and Champagne Music, Coral 65511.
27. A WOMAN, A LOVER, A FRIEND —**Jackie Wilson, Brunswick 55167.**
28. (YOU WERE MADE FOR) ALL MY LOVE—**Jackie Wilson, Brunswick 55167.**
29. HEARTBREAK (IT'S HURTIN' ME)—**Little Willie John, King 5356; Joe Thomas, ABC-Paramount 10122.**
30. OVER THE RAINBOW — Valarie Carr, Roulette 4038; Perry Como, Vic 0107; **Demensions, Mohawk 116;** Echos, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vic 7628.

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FOR WEEK ENDING AUGUST 14

The Billboard HOT 100

★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.

[S] Indicates that 45 r.p.m. stereo single version is available.

[A/S] Indicates that 33⅓ r.p.m. stereo single version is available.

This Week	One Week Ago	Two Weeks Ago	Three Weeks Ago	Title	Artist, Company, Record No.	Stereo	Weeks on Chart
1	2	5	10	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland, Leader 805		6
2	1	1	1	I'M SORRY	Brenda Lee, Decca 31093		11
3	3	14	44	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777		4
4	4	2	4	ONLY THE LONELY	Roy Orbison, Monument 421		9
5	5	3	2	ALLEY-OOP	Hollywood Argyles, Lute 5905		11
6	6	7	14	IMAGE OF A GIRL	Safaris, Eldo 101		10
★7	18	39	88	WALK, DON'T RUN	Ventures, Dolton 25		4
8	7	8	9	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor 7745		9
9	8	9	15	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692		12
10	13	13	13	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial 5675		8
★11	49	—	—	TWIST	Chubby Checker, Parkway 811		2
12	11	4	3	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899		14
13	9	6	7	MULE SKINNER BLUES	Fendermen, Soma 1137		12
14	15	25	41	FEEL SO FINE	Johnny Preston, Mercury 71651		8
15	14	17	28	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341		13
16	16	18	22	LOOK FOR A STAR	Garry Miles, Liberty 55261		8
17	17	12	5	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamie 1156		12
★18	24	20	25	MISSION BELL	Donnie Brooks, Era 3018		9
19	22	23	36	QUESTION	Lloyd Price, ABC-Paramount 10123		7
20	20	21	26	TROUBLE IN PARADISE	Crests, Coed 531		9
21	12	11	8	WHEN WILL I BE LOVED	Everly Brothers, Cadence 1380		11
22	23	19	18	JOSEPHINE	Bill Black's Combo, Hi 2022		7
★23	41	50	61	IN MY LITTLE CORNER OF THE WORLD	Anita Bryant, Carlton 530		5
24	26	49	62	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick 55167		5
★25	58	65	78	OVER THE RAINBOW	Demensions, Mohawk 116		6
26	31	27	37	THIS BITTER EARTH	Dinah Washington, Mercury 71635		8
27	30	48	60	VOLARE (NEL BLU DI PINTO DI BLU)	Bobby Rydell, Cameo 179		4
28	19	24	39	LOOK FOR A STAR	Billy Vaughn, Dot 16106		8
29	34	80	89	A WOMAN, A LOVER, A FRIEND	Jackie Wilson, Brunswick 55167		5
30	21	22	38	DON'T COME KNOCKIN'	Fats Domino, Imperial 5675		7
31	33	41	66	IS THERE ANY CHANCE	Marty Robbins, Columbia 41686		8
32	32	45	51	WHERE ARE YOU	Frankie Avalon, Chancellor 1052		9
33	10	10	6	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca 31093		10
34	25	15	11	A ROCKIN' GOOD WAY	Dinah Washington and Brook Benton, Mercury 71629	S	12
35	29	26	40	LOOK FOR A STAR	Garry Mills, Imperial 5674		8
★36	85	96	—	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists 231		3
37	43	62	65	BAD MAN BLUNDER	Kingston Trio, Capital 4375		3
38	37	37	35	IS A BLUEBIRD BLUE	Conway Twitty, M-G-M 12911		9
★39	57	55	83	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733		11
★40	67	58	43	STICKS AND STONES	Ray Charles, ABC-Paramount 10118		7
★41	59	86	—	DREAMIN'	Johnny Burnette, Liberty 55258		3
42	28	28	20	ALLEY-OOP	Dante and the Evergreens, Madison 130		11
43	36	29	30	LOOK FOR A STAR	Dean Hawley, Dore 554		8
44	39	35	48	ONE OF US (WILL WEEP TONIGHT)	Patti Page, Mercury 71639	S	10
45	35	40	31	THERE IS SOMETHING ON YOUR MIND	Bobby Marchan, Fire 1022		9
★46	66	78	95	IN THE STILL OF THE NIGHT	Dion and the Belmonts, Laurie 3059		4
47	44	34	45	I REALLY DON'T WANT TO KNOW	Tommy Edwards, M-G-M 12890		12
48	55	60	70	HEARTBREAK (IT'S HURTIN' ME)	Jon Thomas, ABC-Paramount 10122		7
49	42	38	75	HEARTBREAK (IT'S HURTIN' ME)	Little Willie John, King 5356		10
★50	60	69	72	MY TANI	Brothers Four, Columbia 41692		6
51	40	53	—	A MESS OF BLUES	Elvis Presley, RCA Victor 7777		3
52	45	31	16	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151	S	17
53	52	57	73	I SHOT MR. LEE	Bobbettes, Triple-X 104		6
54	27	16	12	MY HOME TOWN	Paul Anka, ABC-Paramount 10106		12
55	61	63	90	TA-TA	Clyde McPhatter, Mercury 71660		4
56	46	33	19	BURNING BRIDGES	Jack Scott, Top Rank 2041		17
57	56	51	59	WAKE ME, SHAKE ME	Coasters, Atco 6168		8
★58	76	—	—	RED SAILS IN THE SUNSET	Platters and Tony Williams, Mercury 71656		2
★59	—	—	—	KIDDIO	Brook Benton, Mercury 71652		1
60	68	75	79	ONE BOY	Joanie Sommers, Warner Bros. 5157		6
61	47	46	33	RUNAROUND	Fleetwoods, Dolton 22		12
★62	78	89	—	LISA	Jeanne Black, Capitol 4396		3
★63	79	—	—	HELLO, YOUNG LOVERS	Paul Anka, ABC-Paramount 10132		2
64	77	—	—	MY LOVE	Nat King Cole, Capitol 4393		2
65	48	56	50	HEY, LITTLE ONE	Dorsey Burnette, Era 3019		10
66	50	43	42	I'M GETTIN' BETTER	Jim Reeves, RCA Victor 7756		8
67	54	66	82	PLEASE HELP ME, I'M FALLING	Rusty Draper, Mercury 71634		4
68	38	30	17	WONDERFUL WORLD	Sam Cooke, Keen 82112		14
69	65	52	55	ALL I COULD DO WAS CRY	Etta James, Argo 5359		15
70	69	59	49	CLAP YOUR HANDS	Beau-Marks, Shad 5017		13
71	84	70	71	DO YOU MIND	Andy Williams, Cadence 1381		6
72	86	—	—	FAR FAR AWAY	Don Gibson, RCA Victor 7762		2
73	63	42	21	LOVE YOU SO	Rod Holden, Donna 1317		19
74	88	94	98	MIO AMORE	Flamingos, End 1073		4
★75	—	—	—	NEVER ON SUNDAY	Don Costa, United Artists 234		1
★76	95	—	—	IT ONLY HAPPENED YESTERDAY	Jack Scott, Top Rank 2058		2
77	91	93	97	BIG BOY PETE	Olympics, Arvee 595		6
★78	98	—	—	WRECK OF THE "JOHN B"	Jimmie Rodgers, Roulette 4260		2
79	89	—	—	SWINGING DOWN THE LANE	Jerry Wallace, Challenge 59082		2
★80	—	—	—	YOGI	Ivy Three, Shell 720		1
★81	—	—	—	ANYMORE	Teresa Brewer, Coral 62219		1
★82	100	98	100	NIGHT TRAIN	Viscounts, Madison 133		4
83	93	95	—	HAPPY SHADES OF BLUE	Freddy Cannon, Swan 4057		3
★84	—	—	—	LITTLE BITTY PRETTY ONE	Frankie Lyman, Roulette 4257		1
85	87	100	—	COOL WATER	Jack Scott, Top Rank 2055		3
86	73	—	—	I LOVE YOU IN THE SAME OLD WAY	Paul Anka, ABC-Paramount 10132		2
★87	—	—	—	YOU MEAN EVERYTHING TO ME	Neil Sedaka, RCA Victor 7781		1
88	94	97	94	I'VE BEEN LOVED BEFORE	Shirley and Lee, Warwick 535		6
89	92	—	—	IF I CAN'T HAVE YOU	Etta James and Harvey, Chess 1760		2
★90	—	—	—	BRIGADE OF BROKEN HEARTS	Paul Evans, Guaranteed 210		1
91	83	87	91	THAT'S WHEN I CRIED	Jimmy Jones, Cub 9072		5
92	96	—	—	WE GO TOGETHER	Jan and Dean, Dore 555		2
93	—	—	—	HOT ROD LINCOLN	Johnny Bond, Republic 2005		1
94	90	81	74	BE BOP-A-LULA	Everly Brothers, Cadence 1380		5
95	53	61	87	TWIST	Hank Ballard and the Midnighters, King 5171		4
96	—	—	—	BLUE VELVET	Statues, Liberty 55245		1
97	99	—	—	DEVIL OR ANGEL	Bobby Vee, Liberty 55270		2
98	—	—	—	SHE'S MINE	Conway Twitty, M-G-M 12911		1
99	—	—	—	NO	Dodie Stevens, Dot 16103		1
100	—	—	—	RUN, SAMSON, RUN	Neil Sedaka, RCA Victor 7781		1

& TOMORROW'S TOPS

BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

THEME FROM THE APARTMENT....Ferrante & Teicher
(Mills, ASCAP) United Artists 231

IN THE STILL OF THE NIGHT.....Dion & the Belmonts
(Chappell, ASCAP) Laurie 3059

TA-TA ....Clyde McPhatter
(Olimac, BMI) Mercury 71660

RED SAILS IN THE SUNSET..Platters and Tony Williams
(Shapiro-Bernstein, ASCAP) Mercury 71656

KIDDIO ....Brook Benton
(Eden-Brookville, BMI) Mercury 71652

C&W—No selections this week

R&B—No selections this week

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. HOW HIGH THE MOON........Ella Fitzgerald Verve
2. A BROKEN VOW ....Chordettes, Cadence
3. ONE WONDERFUL WORLD ....Ray Smith, Judd
4. HONEST I DO ....Innocents, Indigo
5. SHIMMY-SHIMMY ....Bobby Freeman, King
6. THE LAST DANCE ....McGuire Sisters, Coral
7. YOU'RE LOOKING GOOD.........Dee Clark, Vee Jay
8. SGT. PRESTON OF THE YUKON......Ray Stevens, NRC
9. HULLY GULLY CHA CHA........Skip and Flip, Brent
10. GEE, BUT I'M LONESOME........Ron Holden, Donna
11. SONS AND LOVERS..........Percy Faith, Columbia
12. IF YOU'RE LONELY...........Annie Laurie, DeLuxe
13. SHE'S A WHOLE LOT LIKE YOU..Hank Thompson, Capitol
14. DELIA GONE.....................Pat Boone, Dot
15. VAQUERO...................Fireballs, Top Rank

HOT 100: A TO Z

A Mess of Blues 51
A Rockin' Good Way 34
A Woman, a Lover, a Friend .. 29
All I Could Do Was Cry 69
Alley-Oop (Dante and the Evergreens) 42
Alley-Oop (Hollywood Argyles) . 5
Anymore 81
Bad Man Blunder 27
Be Bop-A-Lula 94
Because They're Young 17
Big Boy Pete 77
Blue Velvet 96
Brigade of Broken Hearts 90
Burning Bridges 56
Cathy's Clown 52
Clap Your Hands 70
Cool Water 85
Devil or Angel 97
Do You Mind 71
Don't Come Knockin' 30
Dreamin' 41
Everybody's Somebody's Fool .. 12
Far Far Away 72
Feel So Fine 14
Finger Poppin' Time 15
Happy Shades of Blue 83
Heartbreak (It's Hurtin' Me) (Thomas) 48
Heartbreak (It's Hurtin' Me) (John) 49
Hello, Young Lovers 63
Hey, Little One 65
Hot Rod Lincoln (Bond) 93
Hot Rod Lincoln (Ryan) 39
I Love You in the Same Old Way 56
I Really Don't Want to Know 47
I Shot Mr. Lee 52
If I Can't Have You 89
I'm Gettin' Better 66
I'm Sorry 2
Image of a Girl 6
In My Little Corner of the World 23
In the Still of the Night 46
Is a Bluebird Blue 38
It Only Happened Yesterday .. 76
Is There Any Chance 31
It's Now or Never 3
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini 1
I've Been Loved Before 88
Josephine 22
Kiddio 59
Lisa 62
Little Bitty Pretty One 84
Look for a Star (Hawley) 43
Look for a Star (Miles) 16
Look for a Star (Mills) 35
Look for a Star (Vaughn) 28
Love You So 73
Mio Amore 74
Mission Bell 15
Mule Skinner Blues 13
My Home Town 54
My Love 64
My Tani 50
Never on Sunday 75
Night Train 82
No 99
One Boy 60
One of Us (Will Weep Tonight) 44
Only the Lonely 4
Over the Rainbow 25
Please Help Me, I'm Falling (Draper) 67
Please Help Me, I'm Falling (Locklin) 9
Question 19
Red Sails in the Sunset 55
Run, Samson, Run 100
Runaround 61
She's Mine 98
Sticks and Stones 40
Swinging Down the Lane 79
Ta Ta 58
Tell Laura I Love Her 8
That's All You Gotta Do 33
That's When I Cried 91
Theme From the Apartment ... 36
There Is Something on Your Mind 45
This Bitter Earth 26
Trouble in Paradise 20
Twist (Ballard) 95
Twist (Checker) 11
Volare (Nel Blu Di Pinto Di Blu) 27
Wake Me, Shake Me 57
Walk, Don't Run 7
Walkin' to New Orleans 10
We Go Together 92
When Will I Be Loved 21
Where Are You 53
Wonderful World 68
Wreck of the "John B" 78
Yogi 80
You Mean Everything to Me .. 87
(You Were Made For) All My Love 24

REVIEWS OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent P. O. Box 292, Times Square Station, New York 36, N. Y.

Pop

JAMES BROWN AND THE FAMOUS FLAMES
THIS OLD HEART (Wisto, BMI) (2:08) — WONDER WHEN YOU'RE COMING HOME (Wisto, BMI) (2:30)—Brown and his fine group, the Flames, have had a recent pop success with "Think," and either of these could repeat. Top side is a solid blues with a lot of pounding rhythm on display while the flip is a slow, shouted chant. Watch 'em. **Federal 123**

DUANE EDDY
KOMMOTION (Gregmark, BMI) (2:25)—THEME FOR MOON CHILDREN (Debbie-Jo, ASCAP) (2:15)—Two fine sides by Eddy and either can step out. First features unusually good guitaring by the artist against a highly effective backing, while the flip is a bluesy theme with a haunting blend of urban and country flavor. **Jamie 1163**

CHUCK BERRY
I GOT TO FIND MY BABY (Arc, BMI) (2:05)—This is a wonderful rocking blues with solid backing in the r.&b. tradition and a strong, showmanly performance by Berry. Flip is "Mad Lad" (Ro-Gor, BMI) (2:00). **Chess 1763**

PAUL CHAPLAIN
SHORTNIN' BREAD (PD) (1:55) — Here's a rockin', pounding version of the old tune, which seems specially well-suited to this type of reading. Chaplain really makes it go. Disk is distributed by Gone and End. Flip is "Nicotine" (1:40). **Harper 100**

THE BELL NOTES
SHORTNIN' BREAD (PD) (1:50)—The Bell Notes, who had a hit with "I've Had It," on another label, could easily hit again with this solid rhythmic version of the oldie. It moves with gusto and it can grab plenty of the action on the revival of the tune. Flip is "To Each His Own" (Paramount, ASCAP) (2:02). **Madison 136**

DANTE AND THE EVERGREENS
TIME MACHINE (Aldon, BMI) (2:22)—The boys had the second hit version of "Alley-Oop," but they're the first out with a follow-up, patterned on the same lines. It's a cute piece of material, with the same crazy spoken word technique and it could easily go. Flip is "Dream Land" (Ultra, BMI) (2:21). **Madison 135**

CONNIE FRANCIS
MY HEART HAS A MIND OF ITS OWN (Aldon, BMI) (2:26) — MALAGUENA (E. B. Marks, BMI) (3:06)—Canary offers a solid dual-track vocal to a good rhythmic backing on "My Heart Has a Mind of It's Own," a strong piece of material in the country vein. Flip is a stirring version of the well-known standard from the thrush's Spanish album. **M-G-M 12923**

JOHNNY AND THE HURRICANES
REVIVAL (Vicki, BMI) (2:24) — ROCKING GOOSE (Vicki, BMI) (1:47)—The group accords a sock ork treatment to "Revival," a swingy instrumental theme, based on "When the Saints Come Marching In." Flip is a lively instrumental side with an effective whistle solo and goose-calls gimmick. **Bigtop 3051**

CARRIE NELSON
COME A-RUNNIN' (Winneton, BMI) (2:40)—IT'S ME, IT'S ME (Winneton, BMI) (2:23)—One of the most impressive debuts in a long time. The thrush has a touch of Peggy Lee about her, but she's entirely distinctive, too. Top side is a strong blues, beautifully handled, and ditto the flip, a reprise of a fine old spiritual. Watch this gal. **Coed 534**

KING CURTIS
KING NEPTUNE'S GUITAR (Aldon, BMI) (1:58)—This intriguing and catchy instrumental side not only features fine guitar and horn work, but also some gimmicky items such as pounding surf and sea gulls that add much to its chances. Flip is "Beatnick Hoedown" (Aldon, BMI) (1:47). **ABC-Paramount 10133**

JIMMY CLANTON
COME BACK (Miller, ASCAP) (2:41)—WAIT (Hill & Range, BMI) (2:05)—"Come Back" is an appealing ballad done strictly pop fashion with a flowing fem chorus on backing. "Wait" features a strong chanting effort by Clanton and a persuasive gospel-based beat. Either side could go. **Ace 600**

Country & Western

PORTER WAGONER
FALLING AGAIN (Loudermilk, BMI) (2:16)—AN OLD LOG CABIN FOR SALE (Stamps-Baxter-AME, BMI) (2:52)—Two very strong sides by the country chanter that could also break pop. Top side is a first-class ballad, flip is a wistful weeper. **RCA Victor 7770**

(Continued on page 37)

DON'T BE CONFUSED
These are Definite
R&B HITS
(GOING POP)

FINGER POPPIN' TIME
HANK BALLARD
and The Midnighters
KING 5341

THE TWIST
HANK BALLARD
and The Midnighters
KING 5171

SHIMMY, SHIMMY
BOBBY FREEMAN
KING 5373

KING

THE ONLY ONE ON THE CHARTS!
THE ORIGINAL on SAVOY #3020
RED RIVER DAVE
"STAR-SPANGLED BANNER #2—THE BALLAD OF FRANCIS POWERS"
BIG HITS FROM OUR SISTER LABELS!
"WAHOO" Sharp #110
ARNOLD BENNETT
"IDA" b/w "GLOW WORM" World Wide #6000
THE BACK ROOM BOYS
SAVOY RECORD CO. NEWARK N. J.

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GIVE TO DAMON RUNYON CANCER FUND

• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week		Last Week	Weeks on Chart
1.	BECAUSE THEY'RE YOUNG (Columbia)	2	8
2.	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	4	4
3.	PAPER ROSES (Pamhill)	1	11
4.	THEME FROM A SUMMER PLACE (Witmark)	7	26
5.	MR. LUCKY (Southgale)	5	16
6.	MISTY (Octave)	9	14
7.	HE'LL HAVE TO GO (Central Songs)	8	24
8.	CATHY'S CLOWN (Acuff-Rose)	3	10
9.	DO-RE-MI (Williamson)	11	32
10.	GREENFIELDS (Montclare)	10	20
11.	THE SOUND OF MUSIC (Williamson)	6	26
12.	TELL LAURA I LOVE HER (Marks)	13	2
13.	THEME FROM THE APARTMENT (Mills)	12	3
14.	EVERYBODY'S SOMEBODY'S FOOL (Aldon)	—	1
15.	MULE SKINNER BLUES (Peer International)	—	1

• Best Selling Sheet Music in Britain

(For week ending August 6)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Love Is Like a Violin—Keith Prowse (—)
Paper Roses—Leeds (Pambill)
A Summer Place—Blossom (Witmark)
Please Don't Tease—Belinda
Yellow Polka Dot Bikini—Feldman (Pincus)
The Singing Piano—Hit Songs (—)
Angela Jones—Southern (Southern)
He'll Have to Go—Campbell Connelly (Central Songs)
I Wanna Go Home—Essex (—)
Mama—Macmelodies (Southern)
What a Mouth—Francis Day (—)
Look for a Star—Filmusic (—)
A Robot Man—Joy (Joy)
Good Timin'—Sheldon (—)
Lucky Five—Clover-Conway (—)
Standing on the Corner—Frank (Frank)
Cradle of Love—Good (Big Bopper)
Sixteen Reasons—Campbell Connelly (American)
If She Should Come to You—Essex (—)

Merc Steps Up Distribution

• *Continued from page 2*

five counties in Ohio, Western Pennsylvania, portions of West Virginia and Western New York.

Earlier this year, Mercury closed its Buffalo distributorship, with a depot in New York covering the territory. What was once the Buffalo territory is now split between New York and Cleveland.

From the standpoint of both population and geographical area, Mercury's Cleveland market is one of the largest covered from one warehousing point of any major label.

The Phoenix move had been attempted once before, but about 18 months ago, Esskay Distributing, an indie operation headed by Pete Sperekas, took over for Arizona.

Consolidation of distributing facilities may be one answer only to the increasing costs of maintaining two or three different inventories and servicing and shipping them, where now in Cleveland, approximately two and a half distributor areas will be handled from a central point, but it may also be the answer to the diminishing number of retail and operator accounts which a salesman can call upon and make a commission.

There is a continually growing trend toward one-stop and rack jobber expansion which makes it imperative for economic reasons that the indie distributor or company-owned branch turn these rackers and one-stoppers into "house accounts," which are sold directly by the branch manager. Because of the "functional discounts" which these two sub rosa distributor segs are demanding, distributors and manufacturers are forced to cut out commissions and make these two segs "house accounts."

As the rack jobber and one-stops increase their volume, they gobble up retail and operator business, which means that a salesman has less potential in a previous salesman's area and new and larger geographical areas for a single salesman's coverage become imperative. A by-product of this type of bigger area coverage has been the salesman equipped with a small truck or station wagon, wherein he carries hot single and LP goods.

Economies effected by, cutting down inventory and service and shipping thru consolidated warehousing, too, will enable a manufacturer to take the potential savings and turn this loot into salaries for accelerated regional sales and promotional activity.

Buffalo Dealers

• *Continued from page 2*

they visited the local Victor distributor in a body to protest. It is understood that an ultimatum was presented under which the dealer would stop ordering any Victor LP product if the racks were not discontinued. The racks were not only withdrawn from appliance stores at that point, but they were thereupon offered the disk retailers themselves, many of whom are now featuring them.

Other accomplishments by the Buffalo group include almost 100 per cent maintenance of list price on disks. The group is now believed to be in the process of establishing similar sister groups in Rochester and Syracuse, with a view toward forming a strong State body.

AMC SPONSORS AD CONTEST

CHICAGO — The American Music Conference is sponsoring the 11th Advertising Awards contest which will cite musical themes used in printed advertisements for non-musical products, services and causes. Closing date for entries is January 20, 1961, and winners will be announced in April, 1961.

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Don Helms, general manager of Sure-Fire Music, Nashville, announces the signing of **Jack Toombs** to an exclusive writers pact. Toombs has some 60 recorded tunes to his credit. Two of them, "You're the Only Good Thing" and "Almost," were recorded by both **George Morgan** and **Jim Reeves**. His "Mr. Blue" was waxed recently by Ernest Tubb. . . . **The Wilburn Brothers**, with Don Helms, will be the features Saturday (13) on the Prince Albert network portion of "Grand Ole Opry," with **Charlie Walker**, of San Antonio, as their guest. The Wilburns, with Helms, are set for the Roanoke (Va.) Fair August 19-20. . . . **George Riddle**, who recently concluded his Army hitch, is set for four weeks, six nights a week, at the Rainbow Club, Peru, Ind.

Mel Price and His Santa Fe Rangers are currently on tour of fairs and celebrations in West Virginia, Pennsylvania, New York and Maryland. Added feature with the unit this season is singer-dancer Polly Bailey. . . . Ada Hayes, president of the Hank Snow Fan Club and editor of the club's official publication, is revising her deejay mailing list. She asks that deejays furnish her with any change of address. Miss Hayes' address is 126 State Street, Gallipolis, O. . . . George Jones is passing out cigars with the inscriptions "It's a Boy." Newcomer has been named Bryan Daily Jones, after Pappy Daily, of Dee Music and "D" Records, Houston, who helped George to the top in the c.&w. field.

Jimmy Kish, entertainer-deejay, after several years of curtailed activity, is back in the swing again and starts out this week on a string of park and fair dates and homecoming celebrations out of his native Painesville, O. . . . The gospel-singing **Blackwood Brothers** are routed thru August as follows: Zion Ill., August 8; Tupelo, Miss., 10; Jackson, Miss., 11; Dallas, 12; Oklahoma City, 13; Lubbock, Tex., 14; Pittsburg, Kan., 15; Miami, Okla., 16; Springdale, Ark., 17; Louisville, 18; Cincinnati, 19; Knoxville, 20; Valdosta, Ga., 23; Dublin, Ga., 25; Albany, Ga., 26, and Waycross, Ga., 27. . . . **Tillman Franks, Johnny Horton's** manager, was in Hollywood recently to confer with 20th Century-Fox execs regarding music to be written by him for an upcoming **John Wayne** flicker.

Red Foley and his singing, playing, square dancing and comedy cast touch down for one nighters this week in Bowling Green, O., Tuesday (9), and Monroe, Mich., Wednesday (10). This week-end (13-14), Red and the Jubileers return to New York State as the top feature of the Erie County Agricultural Fair, near Buffalo. . . . Roy Acuff is set to emsee "Jubilee U. S. A." August 27. . . . "Jubilee" announcer Joe Slattery, commanding officer of the U. S. Air Force Reserve unit in Springfield, Mo., is due for a promotion soon to the rank of lieutenant colonel. Joe, frau Mary, and the five Slattery youngsters have just moved to a handsome new home in Springfield. . . . First Mercury release by frequent "Jubilee" guest Margie Singleton is "Toss a Pebble," a joint publication of Fred Stryker's Hollywood-based Fairway Music and the Ozarks' Earl Barton firm.

Bill Tyler and the Cedar Valley Boys, of Mount Vernon, Ia., are enjoying steady bookings in the Tall Corn State while waiting for release of their new Bandera platter, "Bottomland Blues." . . . A report from Canada says that songwriter royalties in the amount of $1,500 are being held in Toronto for artist-composer **Harold J. (Lone Pine) Breau**, formerly of WWVA, Wheeling, W. Va., He was last reported in Winnipeg, Man., but efforts to reach him there have been futile. Anyone knowing his whereabouts is asked to contact the Composers, Authors & Publishers Association (CAPAC) in Toronto or **Fred Roden** at 3423 Bathurst Street, Toronto. . . . **Myrtle Gifford**, leader of the **Western Sweethearts** combo, of Toronto, has renamed the group the **Montana Belles**. Roster remains unchanged.

"TV Country Style" recently made its bow over WBAP-TV, Fort Worth. Beamed from 4:30-5 p.m., the seg is fed in black and white and color. Homer and Jethro headlined the first show via a videotape recorded during a recent engagement in Fort Worth. Other features included Jimmy and Johnny, Ronny McCoy, Ralph Sanford, the Braga Sisters, the Rangers Quartet, Johnny Strawn and band and Neal Jones. Bobby Williamson handled the emsee chores. Guests for the July 30 showing were Johnny and Jack and Kitty Wells. . . . Canadian country singer Terry Parker, who took time out a year ago to become a bride, is re-entering the business via bookings in the Montreal sector. She was formerly heard on "CKNX Barn Dance," Wingham, Ont., and "Main Street Jamboree," CHML, Hamilton, Ont.

Before launching the most ambitious personal-appearance tour of his 30 years of show business, **Red Foley** returned to his starring role on "Jubilee U.S.A." Saturday, July 30. Red's unit will play dates in 20 States between now and September 28. **Slim Wilson** emseed last Saturday (6) and returns this week (13), when **Cousin Minnie Pearl** will be shoutin' out her "Howdeeeeeeeee" on the ABC-TV program, **Snooky Lanson** holds the reins. . . . **Bryan Bisney**, "Jubilee" producer-director, is vacationing in Winnipeg, with 300-pound **Bill Ring** holding forth in his place at the next few Saturday shindigs. . . . The Springfield, Mo., home of Crossroads TV vice-president, **John Mahaffey**, is featured in a two-page color photo in August's American Home magazine. . . . **Porter Wagoner**, wife **Ruth** and the Wagoner small fry were recent Springfield visitors.

The Austin Brothers, Floyce and Royce, have a new release on the K-Ark label, "Between Every Line" b.w. "How Can I Tell," both tunes published by Murray Nash's Ashna Music Company, Nashville. Deejays may obtain samples of the platter by writing to the Austins at P. O. Box 6332, Fairgrounds Station, St. Louis. . . . Judy Stienberg, an authority on the bluegrass-type of country music, has launched an artists promotional service, Bluegrass Promotions, in Mount Vernon, N. Y. . . . H. W. (Pappy) Daily, head of "D" Records, vacationed for a week in Puerto Rico and returned to Houston last week in time to record an inspirational record by Claude Gray. . . . New additions to "World's Original Jamboree," Station WWVA, Wheeling, W. Va., are Jimmy Martin and the Sunny Mountain Boys (Decca), the Stewart Brothers, Jim Haney and Marvin Russell.

Reviews of THIS WEEK'S SINGLES

SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

• *Continued from page 35*

Pop Disk Jockey Programming

GATEMOUTH BROWN
SLOP TIME (Lion, BMI) (2:34)—Here's a bright, catchy instrumental item that blends a Latin tempo with rock and roll flavor. It swings and would add to pop programming. Flip is another instrumental, "Gate's Tune" (Lion, BMI) (2:21). **Peacock 1696**

LOURDES
MY FAVORITE DREAM (Music, BMI) (2:33)—YOURS (Marks, BMI) (2:33)—The Spanish-born thrush (wife of Mercury's Eastern a.&r. director, Clyde Otis) has a soft, intimate vocal style and considerable emotional impact which is nicely showcased on two melodic sides. Effective deejay wax. **Mercury 71655**

Pop Talent

JEANIE JOHNSON
JOHNNY MY LOVE (Acuff-Rose, BMI) (2:44)—WISHING WELL (Sure Fire, BMI) (2:35)—A new thrush, with a country pop style that could make her a success in either field, bows on the label with two smart performances. Lass has a Patti Page touch in her style and she handles both ballads well. **RCA Victor 7782**

JACK DAILEY
PLEASE UNDERSTAND (EIN TAG MIT DIR) (Meterion, BMI) (2:54)—LITTLE CHARMER (KATHARINA) (Joy, ASCAP) (2:05)—Here's a cat who can sing well both in English and German and he proceeds to do so with the same songs on two different labels, Jamie and Guyden. On the Jamie release Dailey sings the ballad and the uptempo "Little Charmer" in English; on the Guyden disk he sings the same songs in German. **Jamie 1162; Guyden 2038**

★★★★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★

DEBBIE REYNOLDS
★★★★ **I'll Pretend — DOT 16119** — New ballad with a message is performed well by the lass and the backing is stylish, too. A strong side that has a chance. (Carrie, ASCAP) (2:00)

★★★★ **Please**—Debbie comes thru with a pleasant reading of the oldie, over lush ork support. Worth spins and coins. (Famous, ASCAP) (2:05)

THE DORIES
★★★★ **Don't Jump — DORE 556**—Poignant folk-flavored lament is sung by gal in heartfelt tale about fem trying to stop sweetheart's suicide. Strong side. (Hilary-Little Darlin'. BMI)

★★★ **They Go Ape**—Male lead chants with showmanly enthusiasm on catchy r.&r. novelty. (Hilary-Little Darlin', BMI)

VINNIE MONTE
★★★★ **Red Ink — JUBILEE 5391**—Exuberant chanting by Monte and fem chorus on bouncy r.&r. ditty. Strong dual market item. (Ark-La-Tex, BMI) (1:58)

★★★ **Trail of Teardrops**—Monte wails with heartfelt emotion on feelingful uptempo rockaballad with fem chorus on backing. (E. B. Marks, BMI) (2:00)

JIMMY NALL
★★★★ **The Heartaches That You Bring—UNITED ARTISTS 242**—A strong country song of the weeper class gets a solid performance here. (Nash-Beau, BMI) (2:08)

★★★ **Red Swim Suit**—A blues-oriented rocker, with a lyric timed to the summer season. Good vocal and arrangement. Latter has some interesting violin and horn figures. (Nash-Beau, BMI) (2:23)

WALKER BROTHERS
★★★★ **Ninety-Seven — KAY-Y 66785**—This is an instrumental version of "The Wreck of the Old Ninety-Seven" and it speeds. A swinging waxing that could break thru with exposure. (Shapiro-Bernstein, ASCAP) (2:07)

★★★ **Beautiful Brown Eyes**—The Walker Brothers sell the oldie with a beat on this driving waxing. It has a sound and the lead performs it brightly. Could catch coins. (Pickwick, ASCAP) (2:11)

THE PILTDOWN MEN
★★★★ **McDonald's Cave—CAPITOL 4414**—A strong instrumental side that is based on "Old MacDonald" and has been given an up-date treatment by the combo. Good box wax. (ACM, BMI) (2:28)

★★★ **Brontosaurus Stomp**—Another interesting instrumental side here. The boys play it with a beat, too. (ACM, BMI) (2:28)

RAY BRYANT TRIO
★★★★ **C Jam Blues (Parts I & II) — COLUMBIA 41761** — The Bryant group has a good bit of life in this reading of the well-known Ellington tune. Jazz breaks are interspersed with "Oh, yeahs" from the group. Side can get good juke and some jock activity. Worth watching, especially among jazz cats. (33 - 7-inch)

GAY POPPERS
★★★★ **I Want to Know — FIRE 1026** — A bright performance by the boys sparked by a shoutin' lead. It has a gutty sound and it rocks. Side could pull coins if exposed. (Fast, BMI) (2:45)

★★★ **I've Got It** — Another fine side by the Gay Poppers, with the lead singer again adding much to the disk. This is a driving rocker with a message. Two strong sides. (Fast, BMI) (2:31)

DELLA REESE
★★★★ **And Now — RCA VICTOR 7784** —Canary wraps up the moving ballad in her usual stylized delivery with lush backing. (Alexis, ASCAP) (2:36)

★★★ **There's Nothin' Like a Boy** — Attractive theme is sung with sultry appeal by the thrush. (Alexis, ASCAP) (2:01)

DUANE EDDY - LEE HAZLEWOOD
★★★★ **Words Mean Nothing — JAMIE 1158** — Pleasant chanting by Lee Hazlewood on an attractive country theme with nice spinnable backing by Eddy and the group. (Gregmark, BMI) (2.09)

★★★ **The Girl on Death Row** — Theme from movie "Why Must I Die," is sung with sincerity by Lee Hazlewood (Eddy's manager) with strong backing by Eddy. (Dijon, BMI) (2:39)

JOHNNY DARROW
★★★★ **Jo Ann Delilah — SUE 728** — Exuberant warbling by Darrow on an infectious rhythm ditty. Merits exposure. (Merrimac, BMI) (2:30)

★★★ **Don't Start Me Talking** — Showmanly chanting by Darrow and fem chorus on a bluesy theme. (Arc, BMI) (2:20)

★★★ GOOD SALES POTENTIAL

POPULAR ★★★

THE GALLAHADS
★★★ **Jo Jo the Big Wheel—DEL FI 4137**—Showmanly lead stint on lighthearted, bouncy rhythm-rocker. Dual market side. (Maravilla, BMI) (2:21)

★★★ **Lonely Guy**—Lead singer and group wail effectively on plaintive rockaballad. Dual market side. (Maravilla, BMI) (2:02)

MICKEY MARLOWE
★★★ **Three Letters—PENNY 104**—Marlowe talk-sings with sock emotional impact on moving ballad. Merits exposure. (Beechwood, BMI) (2:25)

★★★ **Blue Prelude**—The sultry oldie is wrapped up in smoky blues vocal treatment. Another good jockey side. (Isham Jones, ASCAP) (2:27)

THE STARGAZERS
★★★ **Three Beautiful Words—PALETTE 5059**—A fetching melody chanted very tastefully by the group. Backing is unobtrusive and has class. (Zodiac, BMI) (2:80)

★★★ **Secret Star**—A ballad of considerable charm, matching in taste the flip. (Zodiac, BMI) (2:00)

REX ALLEN
★★★ **Charro Bravo—VISTA 363**—From the 20th Century-Fox film, "The Love of Mike" comes this ranchera-flavored item. Lyric has novelty value, with language in the Tex-Mex idiom. (Koko, ASCAP) (2:19)

★★★ **I Love You So Much It Hurts**—This is the great Floyd Tillman country tune of years ago. It's done pop here, in a very tasteful reading. (Peer, Intl, BMI) (2:30)

EDDIE QUINTEROS
★★★ **Slow Down Sandy—BRENT 7014**—A driving uptempo blues, with a rockabilly-styled vocal. Guitars are funky. (Westbury, BMI) (2:16)

★★★ **Lindy Lou**—Another blues, with the vocal accompanied by funky guitar styling. (Clifton, BMI) (1:23)

EDDIE DONNO
★★★ **One Love — CAPEHART 5003** — A pretty three-beat melody gets a whispery vocal, with unobtrusive plucked string backing, plus chorus. (American, BMI) (2:08)

★★★ **Rough Stuff**—This side has a ranchera touch. Vocal is interesting, with the chanter using a mild falsetto at the end of some phrases. (American, BMI) (1:20)

THE BEVERLY SISTERS
★★★ **Oh Ricky — MERCURY 71671** — A folk-flavored rhythm side. The style of the girls has plenty of charm, and there's a fine guitar arrangement. (Hits of Tomorrow-Lyndale, BMI) (2:15)

★★★ **Only Me**—A folk-flavored ballad in slower tempo than the flip. Again, an interesting sound and arrangement. (Hits of Tomorrow-Lyndale, BMI) (2:47)

JERRY ROBERTS
★★★ **Madonna — ABC - PARAMOUNT 10130**—A pleasant melody, sung in straightforward style, sans gimmicks. (Dundee, BMI) (2:08)

★★★ **All That Remains**—A ballad with triplet arrangement. Roberts does a commendable vocal. Whistling is effective. (Dundee, BMI) (2:00)

BEN DI TOSTI
★★★ **Knock Twice — ENVOY 0915-6**—Piano instrumental, jazz-flavored, and containing some ingenious keyboard figures. Jocks looking for offbeat sides have one here. (Prin-El, BMI) (2:56)

★★★ **Blueberry Hill**—The pretty melody gets a bouncy keyboard treatment, containing imaginative ideas. (Chappell, ASCAP) (2:32)

THE WEAVERS
★★★ **Sinking of the Reuben James—VANGUARD 35010** — The noted folk-singing group gives a stirring version of the sinking of the ship. Ronnie Gilbert's female voice among the male group adds a fine effect. (ASCAP) (2:32)

★★★ **On My Journey**—Another stirring performance. Banjo sounds and the individual performers taking solos creates a fine effect. (BMI) (2:35)

CALLY DODD
★★★ **Come, Oh, Come — CALICO 119** — Cally Dodd has a good piece of material here and she makes the most of it via a sultry vocal. Side has a sound and the thrush's style is attention-getting. Watch this (Robert Mellon-Just, BMI) (2:25)

★★★ **Some of These Days**—The familiar oldie is handed an infectious rocking reading by the lass aided by strong vocal and instrumental backing. Two good sides. (Jerry Vogel, ASCAP) (2:15)

JOE DAMIANO
★★★ **Vivere Insieme — CHANCELLOR 1054**—Joe Damiano lends a good vocal touch to this Italian-language ditty, and the ork and the choral support is appropriate. Worth spins. (Debmar, ASCAP) (2:05)

★★★ **Bolero**—A bolero effort is sung in English here by Damiano and again the backing is very strong. Two sides that could get the chanter attention. (Debmar, ASCAP) (2:30)

BILL COURTNEY
★★★ **Petticoats Fly—ROULETTE 4269**—Bill Courtney comes thru with a stylish reading of a bright little rocker that has a cute lyric, and gal's chorus in the backing. Has a chance. (Vanlee, ASCAP) (1:45)

★★★ **Blanket on the Beach**—This is the story of a lad on the beach without a girl. Courtney sells it well, and the arrangement is attractive. Could happen. Watch it. (Vanlee, ASCAP) (2:15)

BOB WILSON
★★★ **The Tale of a Donkey—ERA 3023**—As the title says, this is a tale about a donkey, and the singer handles the folkish effort neatly, backed with a lilt by the ork. Cute wax (Pattero, ASCAP) (2:27)

★★★ **I Went to Your Wedding**—Bob Wilson sings the bit of another day with feeling, helped by simple backing. Worth spins. (St. Louis, BMI) (2:01)

RUDY RENDER
★★★ **Too Much to Lose—DOT 16120**—The singer shows off his warm piping on another attractive ballad. Lad could grab some coins with this. (Moss-Rose, BMI) (2:12)

★★★ **The Heart You Break May Be Your Own** — Rudy Render bows on the label with a meaningful reading of a tearful ballad. Render has a warm style that is worth watching. (Vin-Sun, ASCAP) (2:35)

ROBERT HOLLIDAY
★★★ **It Started in Naples — EVEREST 19370**—The featured theme material from the Paramount pic of the same name. Starts with a lush and sweeping choral effect followed by strings and voices in the Neapolitan tradition. Melodic strain is worth a hearing. (Famous, ASCAP) (2:40)

★★★ **Golden Earrings**—The familiar air is given a pleasant choral and ork reading by the Holliday crew. A listenable side. (Paramount, ASCAP) (2:25)

THE LITTLE CLOWNS
★★★ **The Little Clown Song—RENDEZVOUS 128**—The Little Clowns, with voices like the Three Chipmunks, tell of all the nice things they will do for boys and girls here. Side is cute and has a chance (Ramarca, ASCAP) (2:43)

★★★ **Circus Capers**—The Little Clowns bow on the label with a bright instrumental performance of a snappy circus march effort, to which they add a lot of cute gimmicks. Could get some action. (Ramarca, ASCAP) (2:07)

RONNIE SELF
★★★ **I've Been There —DECCA 31131** — Self croons pleasantly here to a simple background and humming choral assist. Side has a slow, persuasive rhythm. Spinnable (Champion, BMI)

★★★ **So High** — An okay medium rhythm effort by Self. It has a novelty approach and a chorus is heard in the backing. (Champion, BMI)

GASTONE PARIGI
★★★ **Be Mine Tonight (Noche De Ronda Cha Cha Cha) — JARO 77033** — Effective trumpet solo work on a catchy instrumental version of the old hit. Solid jockey wax. (Peer Int'l, BMI) (2:34)

★★★ **"A" Come Amore (Cha Cha Cha)** — Tappable Latin theme is wrapped up in a catchy vocal and ork treatment. (Jaro, BMI) (2:45)

ACE KENNEDY AND THE CANDIES
★★★ **You Promise — XYZ 609** — Fervid chanting by Kennedy and the group on a bouncy rhythm item with a lot of appeal. (Conely, ASCAP) (2:17)

★★★ **Arms Around You** — Feelingful reading by Kennedy and the group on moving rockaballad. Side is also listenable. (Conely, ASCAP) (2:33)

THE RAYS
★★★ **Silver Starlight — XYZ 608** — The boys tackle a new ballad here with good results. They sing the pretty song with feeling and the side has a sound. A strong disking (Conley, ASCAP) (2:35)

★★★ **Old Devil Moon** — The fine show tune (from "Finian's Rainbow") is sung well by the Rays on this Platter's-type record. Has a chance, watch it. (Henderson, ASCAP) (3:09)

GIL HAMILTON
★★★ **Much Obliged — FURY 1033** — Interesting ballad is handled with meaning by the chanter on this warm side. It also features good backing. Watch it. (Anthony, BMI) (2:18)

★★★ **Pretty Baby (Come Back to Me)** — Gil Hamilton is a singer with a good sound and he comes thru with feeling on this bright, swinging side. Could get some action (Fast, BMI) (2:30)

WILD BILL DAVIS
★★★ **Boogie Woogie — EVEREST 19372** —Sock organ solo stint on the infectious Tommy Dorsey oldie. Strong side for jukes and jocks. (Melrose, ASCAP) (2:01)

★★★ **Blues for Barbara** — Ingratiating organ solo work on a bright bluesy instrumental. (Allendale, BMI) (2:13)

DOTTY WALTERS
★★★ **Maybe This Year — COLUMBIA 41752** — Miss Walters thrushes in warm fashion on a pleasant ballad. Simple, rippling piano backing accompanies. Worth jock spins (33-7")

★★★ **I Don't Know** — A mild rocker which features the new artist in a dual track setting. Fair wax is listenable. (33-7")

JERRY ROBERTS
★★★ **All That Remains — ABC-PARAMOUNT 10130** — Feelingful vocal by Roberts on a heartfelt country-oriented blues with r.&r.-type backing and whistling solo. (Dundee, BMI) (2:00)

★★★ **Madonna** — Plaintive chanting by Roberts on a pretty theme with effective backing. (Dundee, BMI) (2:08)

BULL HALEY
★★★ **So Right Tonight — WARNER BROS. 5171** — A triplet-backed rocker has a bright sound here. Haley's vocal has a good backing which includes a fem group. (Valley Brook, ASCAP) (1:34)

★★★ **Let the Good Times Roll, Creole** — A medium beat blues, which is not based on the original Shirley and Lee bit. Fair wax which can get spins. (Omell, ASCAP) (2:17)

BOBBY AND BILLY
★★★ **You're Sorry — UNITED ARTISTS 247** — A boy's version of the current Brenda Lee hit. It's ably chanted by the duo and it could easily get spins. (Champion, BMI) (2:40)

★★★ **One Step Down** — Plaintive duo vocal stint on bluesy country-flavored ditty. (Sea Lark, BMI) (1:47)

TOMMY WINTERS
★★★ **I Reached for a Star — DOTTIE 1002** — Tommy Winters handles this attractive effort pleasantly helped by guitar support by Larry Carlton. (Don Carlos, BMI) (2:33)

★★ **Eternity** — The chanter comes thru neatly on a tender ballad. It tells the story of a broken love affair. (Johnstone-Montei-Don Carlos, BMI) (2:12)

STARLITES
★★★ **Yalarie — FURY 1034** — The Starlites sell this emotional ballad with spirit, sparked by an expressive lead singer. Side has a chance due to his vocal. (Fast, BMI) (2:35)

★★ **Way Up in the Sky** — This is an old-fashioned rock and roll altho it is spirited. (Fast, BMI) (2:15)

(Continued on page 39)

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SAY YOU SAW IT IN THE BILLBOARD!

Artists Click Via Label Ties

• Continued from page 2

corder in the Acuff Rose offices in Nashville, unaccompanied except for Williams' own guitar. Some observers feel that money and profits appear to be the prime raisons d'etre for these practices. Others argue that after death, a popular artist's performances become priceless, despite any alleged quality shortcomings.

Returning to the present day scene, there've been various interesting examples noted on the charts of artists clicking on old and new labels simultaneously. In the forefront would be the example of the Everly Brothers. For weeks, the group rode the top of the lists with "Cathy's Clown," on their new label, Warner's. Along came Archie Bleyer, head of their former company, Cadence, witb a disk, both sides of which hit the charts. "When Will I Be Loved," reached as high as eight in the Hot 100, while "Be Bop-a-Lula," the flip, also hit tbe charts, even while "Catby's Clown," was still well up.

In the case of Sam Cooke, after a hot disk with "Teen-Age Sonata," on Victor, his current firm, he is now represented solely by a disk from his old outfit, Keen Records. This one is "Wonderful World." It can also be noted tbat during the year Clyde McPhatter spent at M-G-M, several of his sides from bis earlier label, Atlantic, actually got onto the charts, despite little activity at M-G-M. Now, just as McPbatter has his first hit on Mercury, having ankled the M-G-M scene, M-G-M has brought out a McPhatter album of previously unreleased items.

Notable, too, is the example of Johnny Cash. Recently, Cash had a disk released by Columbia, his present affiliation, and Sun, bis former label, almost simultaneously. In this case, all four sides stepped out at once. "Second Honeymoon," on Columbia, hit the charts one week ahead of "Down the Street to 301," on Sun. On the other hand, the same week in the Bubbling cbart, "Honky Tonk Girl," on Columbia, and "The Story of a Broken Heart," on Sun, both showed up.

The Cash phenomenon is not new, since the artist has scored with other Sun releases since moving to Columbia. But the frosting on the cake turned up this week, when it developed that Sun, a small but frequently hot and swinging outfit in Memphis, has a fall program. The program is based entirely on Johnny Cash product, which consists of three catalog LP's, five EP's and a brand new Casb LP, with all previously unreleased sides.

UA Debuts

• Continued from page 2

at $4.98 monaural. and $5.98 stereo. In addition to the Snyder package, the first five Ultra Audio albums will include LP's by leading UA artists, including UA's a.&r. chief Don Costa and the piano team, Ferrante and Teicher. Repertoire has not yet been set, but the albums will spotlight different types of quality instrumental sounds.

Don Costa will also head up a.&r. for the new label. UA veepee-general manager Art Talmadge plans to release at least 15 more Ultra Audio albums by the first of next year, with several Snyder packages included in tbe group. An extensive consumer ad campaign will berald the first releases.

The Ultra Audio albums will be double-jacketed, and will include a "secret" mechanical gimmick, which will enable listeners to be their own engineers. Details of the gimmick are under wraps until next month, but it will make it possible for the listener to test his speakers and balance them correctly. Each album will be packaged in a special polyethylene container, and UA is providing dealers with specially designed display units for the line.

In addition to Command, which pioneered the concept of a double-fold specially priced Sound album, and the new Ultra Audio, the field has recently been entered by Kapp with its Medallion line, and Bob Shad's new 6000 Time LP series. Special sound packages, of course, have also been released by other diskeries, altho not under different labels. RCA Victor has "Music for Bang, Gaa-Room and Harp" by Dick Schory on the stereo cbart. M-G-M introduced a group of "Sound Spectacular" packages last week, etc.

Verve Gives Dealers Warning

• Continued from page 2

refused to comply, bogus versions started to appear at various jazz shops.

He personally bougbt a copy of a counterfeit single at one of the New York shops which backed Charley Parker's "Reflections" with Lester Young's "I Want to Be Happy." Granz immediately filed suit against the dealer to prove to the illicit seller that he would lose more in defending himself than he could reap from bis ill-gotten gain. The case finally was settled out of court with the dealer paying a stiff penalty for engaging in illicit disk traffic. Bogus copies disappeared from the market when other dealers saw it wasn't worth taking the risk.

Untold millions are being drained from the disk market today, Granz said, and it's up to the labels to protect themselves. The record manufacturer, he explained, must bold the dealer and one-stop responsible if they are found bandling counterfeit merchandise. They are well aware of the product's source and know wbether or not it's legitimate, be added.

Other manufacturers will find this method a short-cut to removing the counterfeit evil, Granz said, and urged them to take similar action. Verve will follow this course, effective immediately, wbether or not it is joined by the other manufacturers.

Granz said the counterfeiters bave become quite brazen in their operations. Some have openly left order forms and telephone numbers for re-ordering product. Neither Granz nor bis sales veepee, Bernie Silverman, could estimate the amount of business Verve is losing to the counterfeit ring. Whatever it may be, the label is determined to stop it at all costs.

Duffy Named to A&R Production Slot by Victor

NEW YORK — Bob Duffy has been named pop a.&r. producer at RCA Victor Records. The appointment was made by Bob Yorke, veepee of the firm's commercial creations department. Duffy's main function in bis new job will be producing pop LP's. He will also look for new pop and jazz talent.

For the past four years Duffy bas spent most of bis itme as a member of the Victor sales force, beading the East-Central and Northeastern sales organizations. Prior to joining Victor be had extensive musical experience, including his own radio and TV shows, his own band, and personal management.

The Billboard HOT C&W SIDES

FOR WEEK ENDING AUGUST 14

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	23
2	3	3	8	ALABAM, Cowboy Copas, Starday 501	6
3	2	2	2	ONE MORE TIME, Ray Prica, Columbia 41590	19
4	5	6	5	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095	6
5	10	13	28	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	4
6	7	10	7	A LOVELY WORK OF ART, Jimmy Newmaa, M-G-M 12894	8
7	6	5	3	ABOVE AND BEYOND, Buck Owans, Capitol 4337	23
8	4	4	4	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	10
9	9	7	6	THAT'S MY KIND OF LOVE, Marion Worth, Guydea 2033	12
10	11	9	9	TIP OF MY FINGERS, Bill Anderson, Decca 31092	8
11	13	17	15	ANYMORE, Roy Drusky, Decca 31109	5
12	14	19	—	LOVE HAS MADE YOU BEAUTIFUL, Merle Kilgore, Starday 497	4
13	15	18	18	MILLER'S CAVE, Hank Saow, RCA Victor 7748	4
14	18	12	10	THE PICTURE, Roy Godfrey, Savoy 3021	7
15	12	11	13	WHO'LL BUY THE WINE, Charlia Walker, Columbia 41633	13
16	8	8	11	LEFT TO RIGHT, Kitty Wells, Decca 31065	17
17	16	21	26	THE LONG WALK, Bill Leatherwood, Country Jubilea 539	5
18	21	23	23	BABY ROCKED HER DOLLY, Frankia Miller, Starday 496	12
19	22	14	17	HONKY TONK GIRL, Loretta Lynn, Zero 107	8
20	19	29	—	I KNOW ONE, Jim Reeves, RCA Victor 7756	3
21	27	—	30	BUT YOU USE TO, Laverne Downs, Peach 735	3
22	20	22	27	TOO MUCH TO LOSE, Carl Belew, Decca 31086	9
23	25	—	—	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	2
24	17	16	22	MULE SKINNER BLUES, Fendermen, Soma 1137	5
25	—	—	—	HEART TO HEART TALK, Bob Willis & Tommy Duncan, Liberty 55260	1
26	—	—	—	FAR FAR AWAY, Don Gibsoa, RCA Victor 7762	1
27	23	20	24	LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Self, Savoy 3022	12
28	—	—	—	KEYS IN THE MAILBOX, Freddie Hart, Columbia 41597	11
29	24	26	—	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899	3
30	30	—	—	THIS OLD TOWN, Buddy Paul, Murco 1018	2

Just Released and Hot!
IT'S TOO LATE BABY
EDDIE WILLIAMS
EXCELLO 2180
MISS YOU SO
ROSCOE SHELTON
EXCELLO 2181
NASHBORO RECORDS
Nashville, Tenn.

"THE PICTURE"
Savoy #3021
RAY GODFREY
"LITTLE ANGEL" (Come Rock Me To Sleep)
Savoy #3022
TED SELF
SAVOY RECORD CO. NEWARK N. J.

SCHOOL DAYS
and
GONNA BE WAITIN'
Charlie Rich
Phillips International
#3560
Sam C. Phillips International Records
639 Madison
Memphis, Tenn.

"SO GOOD"
"SO GOOD"
"SO GOOD"
RUBEN FORT
anna 1117

• Reviews of New Pop Records

• Continued from page 37

TOMMIE TOLLESON
★★★ **A Girl Named Sue**—KOOL 1005—Bouncy r.&r. ditty is sung with verva by Tolleson. Sprightly backing job. (Songwood-Hip Hill, BMI) (2:13)

★★ **To the Dance**—Tolleson sings with assurance on effective teen-styled item. (Songwood-Hip Hill, BMI) (2:06)

SUNNY AND THE SUNGLOWS
★★★ **Up Town**—KOOL 1006—Good rockabilly-styled reading by lead on bluesy r.&r. theme, with strong backing. (Hip Hill-Songwood, BMI) (1:46)

★★ **Just a Moment** — Sincere vocal by Suony on okay rockaballad. (Hip Hill-Songwood, BMI) (2:23)

THE ULTRA TONES
★★★ **Restless** — SAN TANA 101 — Solid r.&r. instrumeotal wax with bright, daoceable tempo nod standout sax and gospel-flavored piano work. Strong deejay side. (Canada, Ltd., BMI) (2:25)

JIMMY CLANTON
(HIS NEWEST SMASH!)
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BOB HELLER says:
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DORIAN RECORDS
2320 Stanley Hills Dr.
Hollywood 46, Calif.
OL 4-3708

WHO IS THE GIRL WITH THE STORY IN HER EYES?

GIVE TO DAMON RUNYON CANCER FUND

★★ **Chain Reaction**—Pleasant r.&r. instrumeotal side with good sax aod guitar solo work. Nice juke nod jockey side. (Canade, Ltd., BMI) (2:35)

THE CARLOS BROTHERS
★★★ **La Bamba** — DEL FI 4145 — Boys chant in Spanish on lovely r.&r. ditty (peoned by the lata Ritchie Valens) with effective Latio tempo. Spinnable. (Kemo, BMI) (2:05)

★★ **It's Time to Go**—Brothere wail with feeling on country-flavored rockaballad. (Kemo, BMI) (2:27)

BUCK AND TOMMY
★★★ **Beneath Miami Skies**—GLENDALE 1002—Buck and Tommy ara deejays over WGTM. This side has both country and Hawaiian flavor. Quite pleasant. (Glendale, BMI) (2:52)

★★ **Lady Friend**—An uptempo item, with a Latin figure in the beat. (Tree, BMI) (2:15)

JOE BELLOMO
★★★ **Tu Solo Te (You Are the One)**—COED 533—A ballad, smoothly sung by Bellomo, with a chorus io the arrangemeat. (Winneton, BMI) (2:18)

★★ **Gift of the Gods**—A ballad, telling of the chick who is a gift of the Gods. Interestina violin figures io tha arrangement. (Winneton-Jimskip, BMI) (2:22)

THE PING PONGS
★★★ **Summer Reverie** — UNITED ARTISTS 236—A ballad, dreaming of love during tha summer season. (G-Nota, BMI) (2:17)

★★ **Zyzzle** — A blues-oriented novelty. Aimed at tha teen aroup. this merits exposure. (G-Note, BMI) (1:58)

BETTY MADIGAN
★★★ **I'm Glad That You're Falling** — UNITED ARTISTS 246 — Pleasant chirping by gal on catchy country-flavored item, an answer sona to "Please Help Me, I'm Falling." Should pull jockey play. (Ross Jungnickel, ASCAP) (2:16)

★★ **Golden Memories** — Mildly rock and roll backina on pretty ballad with oica thrushing stint. This is caoary's first waxing for U. A. (Potomac-Cedar, BMI) (2:20)

JOANIE HALL
★★★ **Just Because** — IVORY 102 — Tha bouncy rhythm tune gets a toe-tickling performance. There's some attractive voicing by the chorus. Moves right along. (Peer Intl., BMI) (2:17)

★★ **Tears Don't Care Who Cries Them**—The ballad aets a fair go but it is not recorded very well. (Shapiro-Bernstein, ASCAP) (2:09)

LORI PHILLIPS
★★★ **Fallina in Love Waltz**—TOPS 318—A three-beater with Miss Phillips handling the lyric with spirit. She's accompanied by orgao and a chorus. Second chorus features dual-track spots. Agreeable sound. (Marleo, ASCAP) (2:38)

★★ **All Alone**—The Irving Berlin standard is done to a mild rockin' tempo, with a backina which features some hip piano spots Side builds oicely. (Irving Berlin, ASCAP) (2:22)

LEE DENSON
★★★ **Teen-Age World**—MERRI 205—Denson has agreeable, ungimmicked vocal styla. The ballad here is done to soft triplets. Artist bas a good toucb. (Mendocino, BMI) (2:12)

★★ **Who Tickled the Sphinx?**—An upbeater with touches of the Near East in its melody. Vocal features the group only used in an instrumental manner. Interesting sound here. (Mendocini, BMI) (1:58)

MARCH STEWART
★★★ **Let Me Be the One You Love**—COLUMBIA 41750—A snappy swinger with Stewart and chorus turning io a nice sound. Backina offers a double time accompanimant to the vocal. (Cedarwood, BMI) (2:05)

★★ **A Boy and a Girl in Love**—A tender thought set to music. Stewart hands it an agreeable bit of chanting. A talented cat. (Camarillo, BMI) (2:42)

JIMMY BYRON
★★★ **Oo La La** — EVEREST 19368 — A bouncy medium rhythm tuna which is actually in the form of an extended blues pattern. Has a very catchy quality about it. Byron is backed up by a fem chorus. (Oauville, BMI) (2:35)

★★ **Mississippi** — A happy rhythm tuna fiods Byroo in good form. Flip side may have more appeal, however. (Acuff-Rose, ASCAP) (2:10)

THE SCOTCHTONES
★★★ **Suka Wa Dukie**—RUSTONE 1402—This is tha story of a little Japanese girl, and the boys tell how cute she is. Good side with a beat. (Tulane-Pontchartrain, BMI) (2:20)

★★ **Do You Hava the Right?**—The Scotchtones bow on the oew label with a listenable performance of a fair rockaballad. (Tulana-Pontchartrain, BMI) (2:10)

★★ MODERATE SALES POTENTIAL

BILLY MITCHELL
★★ **Unsatisfied**—BUDDY 118—A weeper, chiefly traditional in style. Considerabla echo to the side. (Open Road, BMI) (1:53)

★★ **I'll Be Where You Are**—A country ballad of the weeper-type adequately sung. (Open Road, BMI) (2:32)

RICHIE ALLEN
★★ **Stranger From Durango**—IMPERIAL 2682—A slow instrumental with an exaggerated beat lo the drum figure. The melody has something of a Western touch. (Podlor, BMI) (2:15)

★★ **Redskin** — Another Instrumental, this time to tha rhythmic tom tom beat of the war drums. Down guitare carry the lead. (Travis, BMI) (2:05)

PETER JAMES
★★ **Think I'll Break Down and Cry**—SILVER 1007—James has a oice louch, something in tha Earl Graot style on this slow weeper ballad. Organ and chorus are beard in support. (American, BMI) (2:14)

★★ **That's How I Know**—A blues in moderate tempo. Wild thrush group backstops the effort. Fair wax. (American, BMI) (2-22)

JIM SINGLE
★★ **Country Kissin'** — PAM 001 — Bright reading by Single oa okay country ditty. (Pam, BMI) (2:12)

★ **I'm Worried 'Cause**—Routine couotry weeper is suna in okay fashion by Single. (Pam, BMI) (2:20)

B-B
★★ **Pagan Rock (Pagan Lova Song)** — COVER 603 — A rocking versioo of the standard, "Pagan Love Song." Side features booming drum and guitare. Fair cbances. (Robbins, ASCAP) (2:05)

★★ **Jig Saw** — Another rocker in the same tempo as the flip, except here tha material is a blues. Similar potential. (Quilted, BMI) (1:57)

LYNN HOPE
★★ **A Ghost of a Chanca** — KING 5378 —Old-style band reading of the standard. Good breathy tenor solo bere. (Mills, ASCAP) (2:46)

★★ **Little Landslide** — A pleasant walkin' rhythm instrumental effort by tha band. (Arnel, ASCAP) (2:50)

QUINCY JONES
★★ **Moonglow** — MERCURY 71665 — A hip, big band arrangement of tha great Hudson-DeLange standard. Opening features a nice trumpet passage. Good jazz-based arrangement. (Mills, ASCAP) (2:48)

★★ **Love Is Here to Stay** — Another satisfying big band scoring, this time of the Gershwin standard. Good beat and eoood. (Chappell, ASCAP) (3:10)

ERNIE MARESCA
★★ **I Don't Know Why** — SEVILLE 107 —Maresca sings pleasantly on catchy ditty with fem chorus on backing. (Tray, ASCAP) (2:27)

★★ **Lonesome Blues** — Haunting blues theme is sung in okay style by Maresca. (Tray, ASCAP) (1:48)

PAUL BUSKIRK ORK
★★ **Nite Life** — RX 502 — Hugh Nelson contributes a pleasing vocal on attractive theme material with relaxed bluesy backiog. (Reeny Rhythms, BMI) (2:35)

★★ **Rainy Day Blues** — Appealing blues theme is wrapped up in expressive vocal by Nelson. Spinnable. (Reeny Rhythms, BMI) (3.02)

CAL PALMER
★★ **Run, Big Feet, Run** — VERRO 701 — Vivacious chirpina by Miss Palmer on fast-moving rhythm oovelty. (La Bina, BMI) (2:50)

★★ **A Hop, Skip and a Jump** — Pert piping by canary on a bouncy rhythm ditty with okay backing by Buddy Butler ork. (La Bina, BMI) (2:50)

BUDDY HUGHEY
★★ **I've Got Plenty of Lovin'** — WOODRICH 1234 — A rockaballad gets a fair performaoce by Hughey, assisted by a chick chorus. (Woodrich, BMI)

★★ **I Got a Pretty Little Girlie** — A moderate rhythm tune. Performance bas similar potential to the flip. (Woodrich, BMI)

BILLY LEWIS
★★ **Tell All the World About You** — FIRE 1025 — Billy Lewis, a chanter with a high set of pipes, sings his way brightly thru this rocker. (Fast, BMI) (2:20)

★★ **Heart Trouble** — Slow blues is pouoded home with emotion by the chanter, over gutty blues support. (Fast, BMI) (2:31)

STAN FREBERG
★★ **Comments of Our Times (Parts I & II)** CAPITOL 4433—A flock of gags, soma of which are not of the funniest order. The one-liners are interspersed with crazy backing by tha Billy May ork. Both sides similar. (Freeberg, ASCAP) (1:44 & 2:17)

The following records, also reviewed by The Billboard music staff, were rated one star.

LUCIA & JOHNNY: Marriage Talk/No More—Jet 165
THE SULTANS: I Always Will/ God Made an Angel—DeCade 101
ROD McCULLOUGH: My Lonely Night/ Sweet Moments With You—Domioo 902
RITA ZEL: Need You to Help Me/I Don't Understand You No More—J & S 1685
PHIL ALLEN: While I've Got You on My Mind/You'va Gone and Left Ma Lonely—Scatt 10003
THE GALES: Squeeze Me/I Love You—Winn 916
DENNY PENNA: Mean to Me/You're the Riaht One—Musitron 103

Country & Western

★★★★

WILMA LEE AND STONEY COOPER
★★★★ **Heartbreak Street** — HICKORY 1126 — Here's a solid sample of the hill souod by the well-knowa duo. It's done to a fast, three-beal ("Tennessee Waltz") tempo. The story is one of tragedy, dear ot tha hill heart. Side can get plays apleoty. (Acuff-Rose, BMI) (2:26)

★★★ **This Ole House** — The Stuart Hambleo tune gets a bright, rhythmic treatment by the pair. Wilma Lee offers a snappy lead in the ehoruses. This side, too, can win apins. (Stuart Hamblen, BMI) (2:04)

THE STANLEY BROTHERS
★★★★ **Rank Stranger** — STARDAY 3343 —A very movina side by the boys bera as they tell of returning to their old home and finding only strangers there. An inspirational side with a message. (Starday, BMI) (2:53)

★★★ **The Master's Bouquet** — Sacred item is sung with reverence by the boys here, as they tell of gatherina flowers for "The Master's Boquet." (Starday, BMI) (2:25)

★★★

HAL SOUTHERN
★★★ **I Dreamed of a Hillbilly Heaven** — IVORY 107 — A good reading of the tune which recounts the great hillbilly artists who have quit this veil of tears. C&W. Jocks will give it a good play. (Sage & Sand, SESAC) (2:37)

★★★ **There Must Be Someone** — This country item has a bouncy rhythm and pretty melody line. A weeper, it's done in the traditional style essentially. (Val Dure, BMI) (2:08)

CONNIE HALL
★★★ **The Poison in Your Hand** — DECCA 31130 — Plaintive vocal stint on an effective weeper with good lyrics. Wife begs hubby to forsake alcohol. Gal also wrote tune. (Jimmie Skinner, BMI)

★★★ **It's Not Wrong** — Thrush sings with feeling and heart on poianant country ditty penned by Webb Pierce. (Copar, BMI) (2:04)

RED SOVINE
★★★ **One Is a Lonely Number** — STARDAY 3364 — A pretty ballad is sung with feeling by tho country warbler. Good wax for his fans. (Starday, BMI) (2:30)

★ **Burna the School** — On this side Sovine attempts an Italian-dialect item that has little merit. (Cedarwood, BMI) (2:20)

★★

THE BREWSTER BROTHERS
★★ **One Little Word** — ACME 2025 — A weeper, done in the traditional style Fair.

★★ **Swanee River** — Tha noted tune gets a pleasant ao, io the old-style pickin' and singin' fashion.

GENE SCARBROUGH
★★ **Bluest One in Town** — HARK 503 — Gene Scarbrough tells of his troubles with the girl he loves on this traditional couotry oovelty. (Pamper, BMI) (2:30)

★★ **Running Away From Love** — Same comment. (Pamper, BMI) (2:35)

TOMMY MORELAND
★★ **That's You** — MAID 1001 — Country chanter Tommy Moreland handles this attractive and simple ballad in warm fashion over good support. (Linco, BMI)

(Continued on page 40)

A New Release on Scat by
PHIL ALLEN
"WHILE I'VE GOT YOU ON MY MIND"
b/w
"YOU'VE GONE AND LEFT ME LONELY"
SCAT #1003
RITA ZEL
on J & S Records
"I DON'T UNDERSTAND YOU NO MORE"
b/w
"SOMEBODY HELP ME"
J & S #1685
THE KADAKS
"LOOK UP TO THE SKY"
b/w
"DON'T WANT NO TEASING"
J & S #1684
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CHUBBY CHECKER
Parkway #811
PARKWAY RECORDS
1405 Locust St.
Philadelphia, Pa.

Reviews and Ratings of New Albums

• Continued from page 32

ing carries a sense of urgency. "Chromatic Universe," Parts I, 2 and 3, and "The Lydiot" are the best tracks.

LOW-PRICED CLASSICAL ★★★

★★★ SAINT SAENS: CARNIVAL OF THE ANIMALS; TCHAIKOVSKY: SWAN LAKE BALLET MUSIC
Sondra Bianca and Herbert Drechsel; Pro Musica Symphony (Walther), Perfect PS 15014. (Stereo & Monaural) — Two perennial favorites get satisfactory low-cost stereo performances. "The Carnival of the Animals" gets a sprightly treatment from duo pianists Bianca and Drechsel, backed by the Hamburg Bach Orchestra. The excerpts from "Swan Lake" are handled by the Hamburg Pro Musica batoned by Hans-Juergen Walther. These are lightweight staples that should have considerable appeal as a light classical package.

SACRED ★★★

★★★ SOMEONE TO CARE
Jimmie Davis. Decca DL 74037. (Stereo & Monaural) — The governor of Louisiana has long been a favorite artist in the sacred field. This package continues the tradition. The vocals are from the heart, and are accompanied by tasteful arrangements. "Someone to Care," "Just a Closer Walk With Thee" and "Pass Me Not" are included.

★★★ FOR THE GOOD PEOPLE
The Stanely Brothers. King 698 — The Brothers chant with folksy sincerity and heart on a group of feelingful sacred items. Country-flavored tunes include "Four Books in the Bible," "Mother Left Me Her Bible," and "From the Manger to the Cross." Merits exposure by country jocks.

LOW-PRICE SACRED ★★★

★★★ PERFECT JOY
The Chuck Wagon Gang. Harmony HL 7264 — This noted group has long been staple in the sacred category. Dealers in the country market should have little trouble moving this, if it is given proper display. Material includes "When the Saints Go Marching In," "The Church in the Wildwood," "Perfect Joy."

INTERNATIONAL ★★★

★★★ BUENAS NOCHES MI AMOR
Luis Alberto Del Parana and His Trio Los Paraguayos. Epic BN 571. (Stereo & Monaural) — The third recording excursion for the Paraguayan group and it maintains the color, the rhythm and the pace of its predecessors. The group provides a danceable Latin sound but the boys also contribute interesting and colorful vocals to some of their tunes as well. European-made disk has a fine sound quality. Set can do some business.

RELIGIOUS ★★★

★★★ HEAVEN CAN BE YOURS
Merv Rosell. Word WST 8067. (Stereo & Monaural) — Merv Rosell, well known in evangelist circles, devotes a complete side of this disk to his famous sermon, "Heaven Can Be Yours." There is an inspirational message here and the flip contains some peaceful instrumental selections including "Beyond the Sunset," and "Now I Belong to Jesus." In a way, there is a complete church service here, which makes for a salable product.

SOUND ★★★

★★★ STEREO TEST RECORD
Riverside RLP 1100. (Stereo & Monaural) —For high-fidelity fans who are of a more technical bent, this test platter will enable them to determine the condition of their equipment. Tests are included for stylus wear, hum and rumble, tracking, channel separation, stereo balance and crossfeed, and speaker phasing. For dealers who also carry high ticket merchandise and/or components

FOLK ★★★

★★★ THIS LAND
Tompall and the Glaser Brothers. Decca DL 74041. (Stereo & Monaural) — Tompall and the Glaser Brothers are one of the country's favorite folk singing groups and they show off the reason for their popularity on this new waxing. They sing a collection of familiar folk items in a dramatic manner that make them very easy to listen to. Tunes include "Careless Love, Goodbye," "I Never Will Marry," "Wreck of the Old Number 9," and "Chilly Winds."

LOW-PRICED MARCH ★★★

★★★ GREAT SOUSA MARCHES
Gordon Highlander Band. Perfect PL 12029 — Album contains a group of stirring Sousa marches, played in rousing fashion. Included are "Stars and Stripes Forever," "Hands Across the Sea," "Belle of Chicago". and "Semper Fidelis."

★★ MODERATE SALES POTENTIAL

POPULAR ★★

★★ WHISTLE A HAPPY TUNE
Fred Lowery. Decca DL 78995. (Stereo & Monaural) — The noted whistler does a broad range of material here, including title tune, "Whispering," and "Gypsy Love Song." The performances are given nice production, including vocal choruses.

★★ MYRON FLOREN ON THE ACCORDION
Brunswick BL 754053. (Stereo & Monaural) — A bright, cheery album is this, featuring polkas, schottisches, and waltzes, played with spirit by Myron Floren on accordion. Many of the songs are familiar, and those who enjoy old-time dancing will enjoy this.

★★ MUSIC FOR SILENT MOVIES
Charlie Young. Epic BN 577. (Stereo & Monaural) — A novel experiment, recorded by Charlie Young, who appears at the piano for the old-time movies shown at Eddie Sachs place in Center Valley, Pa. It's fun for awhile, but the lengthy stretches of that old-time piano sound, without benefit of the action of the screen, tends to become a little too much. Young offers four long segs of this material, plus several vocal efforts, also in the old tradition.

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Reviews of New Pop Records

• Continued from page 39

★★ I Want a Girl Like You — The singer comes thru with a fair performance on a weak ballad. It's more pop than country here. (Linco, BMI)

ALAN RIDDLE
★★ The Moon Is Crying—PLAID 1001 —The chanter handles this country-pop effort with spirit over backing with a beat. (Yonah, BMI) (2:00)

★ Yesterday's Love — Riddle performs this country ditty in fair fashion. (Yonah, BMI) (2:20)

ARCHIE POE
★★ Lonesome River — HARK 501 — Folkish country item is sung pleasantly here by the chanter, and the backing has an Indian flavor. (Bevcor, BMI) (1:57)

★ Tell Me What to Do — On this side the chanter turns to a weeper, but he sells it weakly. (Vaca, BMI) (2:31)

LARRY NOLAN
★★ The Ballad of Francis Powers — EAGLE 110 — Nolan chants the new version of "Star-Spangled Banner Waving Somewhere," for moderate effect. Cover is very late and chances would appear slim. (Bob Miller, ASCAP)

★ Gloria — A ballad dedicated to the chick of the name in the title. Short on potential. (BMI)

Jazz

★★★★

GLORIA SMYTH
★★★★ Billy — WORLD PACIFIC 822— Sprightly chirping by gal on lively oldie with strong jazz piano backing by Ronnie Ball. (Mills, ASCAP) (1:57)

★★★★ When You're Smiling—Les McCann's gospel-flavored piano backing is highlighted on this attractive side with personable thrushing by canary. (Mills, ASCAP) (2:40)

Latin American

★★★★

SANTIAGO Y RUBEN
★★★★ Que De Enbidia — FENIX 120 — The new Latin label has a strong effort here for the L-A markets. Tune is a bright novelty ranchera and the boys handle it with savvy. (Don Carlos, BMI) (2:19)

★★★ El Raquetero — Tempo is a bit slower on this side, but the boys and the combo still show off to good advantage. (Don Carlos, BMI) (2:37)

TRIO LOS ALADINES
★★★★ Que Sera De Mi Vida — COAST 104 — Trio Los Aladines are a smart singing group and they come thru with style on this snappy corrida. It could pull loot in Latin locations. (Don Carlos, BMI) (2:25)

★★★ Valla a Donde Valla — A slow tempo ranchera is performed with feeling by the Trio and their guitar work is also in keeping. Two potent sides for the market. (Don Carlos, BMI) (2:45)

★★★

JOSE ALCAZAR
★★★ Velo De Mentiras — COAST 102 — Alcazar handles this ranchera in his usual stylish fashion, showing off his fine range. The backing is by the Chapala marichi ork. (Don Carlos, BMI)

★★★ Tu Iagen Veo — Same comment. (Don Carlos, BMI)

JOSE ALCAZAR
★★★ La Mujer Y Los Paises — COAST 103 — Alcazar sings this pleasant ballad in warm style and the backing has a mariachi flavor. (Don Carlos, BMI)

★★★ Me Has Acusado — This juapango receives a fine, intimate vocal from the chanter, and the backing is fine, too. He shows off some bright vocalizing here. For L-A boxes. (Don Carlos, BMI)

★★

CARLOS CASTELLANOS
★★ Corrido Al Campean Tapatin — FENIX 108 — An authentic Tex-Mex item, with tuneful vocal backed by a mariachi group. In Spanish. (Don Carlos, BMI) (2:42)

★★ Mi Sufrir — A ranchera in leisurely tempo, with mariachi instrumentation behind the lyric vocal. (Don Carlos, BMI) (2:33)

(Continued on page 41)

The Billboard HOT R&B SIDES

FOR WEEK ENDING AUGUST 14

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	4	10	A WOMAN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167	5
2	7	18	12	WALKING TO NEW ORLEANS, Fats Domino, Imperial 5675	5
3	10	—	—	FOOL IN LOVE, Ike and Tine Terner, Sue 730	2
4	5	9	9	I'M SORRY, Brenda Lee, Decca 31093	6
5	12	B	B	QUESTION, Lloyd Price, ABC-Paramount 10123	5
6	2	1	3	THIS BITTER EARTH, Dinah Washington, Mercury 71635	8
7	4	5	2	THERE'S SOMETHING ON YOUR MIND, Bobby Marchen, Fire 1022	9
8	3	2	5	STICKS AND STONES, Ray Charles, ABC-Paramount 10188	7
9	6	6	1	A ROCKIN' GOOD WAY, Dinah Washington-Brook Benton, Mercury 71629	12
10	16	16	13	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	11
11	15	12	18	PARTIN' TIME, B. B. King, Kent 346	5
12	18	13	20	HEARTBREAK (IT'S HURTIN' ME), Little Willie John, King 5356	7
13	9	11	7	ALLEY-OOP, Holywood Argyles, Lute 5905	9
14	14	14	25	WAKE ME, SHAKE ME, Coasters, Atco 6168	7
15	—	—	—	IT'S NOW OR NEVER, Elvis Presley, RCA Victor 7777	1
16	29	30	—	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI, Brian Hyland, Leader 805	3
17	B	3	6	HEARTBREAK (IT'S HURTIN' ME), Jon Thomas, ABC-Paramount 10122	6
18	21	28	—	THE TEACHER, Falcons, United Artists 229	3
19	11	10	23	BIG BOY PETE, Olympics, Arvee 595	8
20	—	—	—	ONLY THE LONELY, Roy Orbison, Monument 421	1
21	—	—	—	TELL THE TRUTH, Ray Charles, Atlantic 2068	1
22	22	29	16	THINK, James Brown and Famous Flames, Federal 12370	11
23	20	24	14	ALL I COULD DO WAS CRY, Etta James, Argo 5359	15
24	17	15	11	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899	11
25	13	7	4	WONDERFUL WORLD, Sam Cooke, Keen 82112	10
26	—	—	—	THE TWIST, Chubby Checker, Parkway 811	1
27	23	22	—	THE TWIST, Hank Ballard and the Midnighters, King 5171	3
28	—	—	15	MADISON TIME, Ray Bryant, Columbia 41628	16
29	27	19	17	IF YOU'RE LONELY, Annie Laurie, De Luxe 6189	5
30	—	—	—	MY LOVE, Nat King Cole, Capitol 4393	1

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Tape Conversions Ease Loss

• *Continued from page 18*

two-track heads originally used in the recorder. Installation here consists simply of disconnecting the existing head and unscrewing it, installing the replacement head and making proper connections. Nortronics also supplies four-track conversion kits for some models.

If your store is equipped to do its own servicing, the cost of conversion is reduced somewhat; but if you'd rather not be bothered, the project can be turned over to any reliable serviceman. You'll find that it pays to have him do several at once. In many parts of the country, servicemen charge by the hour or any fraction thereof. The simple conversions can be done in about 15 minutes. Therefore it's possible to have two or three machines converted for the labor charge on one by having the serviceman do them all at the same time. If it's being done in your own show, your service department can sandwich conversions in during slack periods. Be sure, however, that the man who does the job is competent. You'll have to give a guarantee on the machine in order to sell it, and if the serviceman goofs, you'll have to make good on the guarantee.

Head Alignment

The major problem is proper head alignment—making sure that the tape brushes past the new head at the proper angle—and something a good technician should be able to handle without much trouble. You can check alignment yourself by listening to a good wide-range tape played by the new head. If it sounds as clear and brilliant as you remembered it, the alignment is likely to be correct. If parts prove to be defective, you can, of course, go back to your supplier.

Here's how the costs break down:

Parts: Four-track replacement head, $18; four-track replacement erase head, $6.60. Labor: Removal of existing heads, installation of replacement heads, alignment and wiring check, $2. Total, $26.60.

Parts costs are computed on the basis of normal dealer discounts for quantity orders, and labor is reckoned on the basis of an average charge to dealers of $2 per hour or fraction thereof.

As a result of the conversion, you can sell the tape recorder at or near its original list price, if you choose to do so. Compare this with the beating you'd take in a clearance. The dealer profits on some low-end portable recorder amounts to $30 to $40. Conversion eats up $26.60 of this, leaving you with from $4 to $14 profit on the sale—hardly enough, you may feel, to make it worth the effort. On the other hand, a clearance sale is likely to wipe out your entire profit plus some of the original cost of the reorder to you. A clearance sale price of 40 per cent off—not unheard of in such a case—on a $139 recorder might mean a loss of capital investment of $15 or $20 in addition to the normal dealer profit.

While it is true that many monaural machines may be converted to stereo operation by the same process, it should be pointed out that there are some important ingredients which also must be added. For stereo playback, you'll need a second amplifier and speaker (in addition to those contained in the original unit). For stereo recording, you'll need two recording amplifiers, two imputs and dual controls. This can get complicated and expensive. If, however, the customer is willing to use the unit for playback only as part of a complete stereo system, your job is simplified. It's possible to give him the advantage of monaural playback on a portable basis as well. It's also possible to convert a full-track or half-track monaural machine to quarter-track monaural record and playback. The major advantage is to allow the customer to record twice as much on a given reel or tape. This latter type of conversion, like the two-track to four-track stereo conversion, consists simply of replacing the playback and erase heads.

Selling Conversions

How can you sell converted machines? You may have noticed that as manufacturers introduced new models, they raised their prices—sometimes as much as 10 or 20 per cent. A converted machine offers many of the same features, and if you offer it at or near the original list price, there is a clear saving to the customer. Rather than allowing these machines to kill the sale of a new, more expensive item, it's a good idea to use them as traffic builders or as sales savers. Feature them in your advertising—together with the price—to get people interested in tape recorders into the store. Be careful how they're advertised, tho, because better business groups will object to the use of the word "new" in connection with them. Your local or State laws may require the use of the word "converted" or "reconditioned." Check before writing the ad.

Once the customer comes into the store, you can show him the converted models. Stress the guarantee you're giving with it. If there's any question about the quality of the machine or the workmanship, it's an opportunity for you to sell up to current models. On the other hand, someone interested in new merchandise who simply can't afford it might well consider one of these.

Models

Here are some of the many machines, monaural and stereo, which can be converted:

Ampro models 730, 731B, 745
Bell models T200, T201, T202, T203, BT-205-1B, T206, T207S, T208, T210, T211, T212, 213, T216, T218, T221, T223, T238, T238A
Bell & Howell model 785
Capitol models 750, 752
Carlton model TR830
Columbia models 570, 575
Crescent models 730, 772, 790, 791, 792, 830, 870, 891, 892, 773, 774, 9076
Ekotape models 290, 340, 342, 344, 346, 350, 360, 362
EMC models Stereo 2TR, 375, 750
Fairfax models WRG-1, WRG-2, WRG-3
Heath models TR1AH, TR1C, TR1D, TR1E, TR1AQ
International models GC-PSH, GC-RP2P4, GCRP4P2
Knight models 4001, 4002, PR5A, PR5A1, PR4FLO, PR176, R177, KN4010, KN4020, 96,485, 95-590, 96RX635, 96RX675
Magnetic Recording Industries model VM-61-1
Masco Model 500
Mitchel model TR 792
Montgomery Ward models 3734, 3739A, 3739B, 3829, 3841, 3842
Pathe
Pentron models NL-1S, NL-2S, NL-3S, PT-1S, PT72S, PT-74S, PTW-500S, TM-4, NL-4
RCA Victor models SRT-301, SRT-401, SRT-402, SRT-403, SRT-403Q, TR-3
Silvertone models 6074, 7065, 7066, 7074, 7080, 7081, 4690, 7059, 7060, 8057, 8058, 8070, 8072, 9072, 9074, 9076
Symphonic models 300, 340
Tapesonic model 70B
Telectro models TR-48, 333, 350, 400, 556, 1960, 1970, 1975, 1985
Viking—company has conversion kits available for most models
VM models 700, 710, 710A, 711, 711A, 714, 750, 750A 720, 755, 1000
Wilcox-Gay models 2A10B, 2A11, 2A11B, 3A11, 3FLO, 4A10, 4B10, F10, 5A, 5B, 5F, 5M, 5V, 6B, 6F, 375, 632, 642, 651, 652, 674, 686, 702, 712, 732, 750, 752, 762, 772, 782, 800, 810 860

• Reviews of New Pop Records

• *Continued from page 40*

Spiritual

★★★★

SOUTHERN SPIRITUALS

★★★★ **Another Day's Journey** — BEVERLY 747 — Lead singer gives a dramatic, impassioned performance here, backed with a handclapping chorus and a robust, rhythmic arangement. (Don Carlos, DMI) (2:38)

★★★ **The Love of God** — This side begins in a quietly inspirational manner and gains in impact as it progresses. Fine lead. (Don Carlos, BMI) (2:17)

★★★

SOUTHERN SPIRITUALS

★★★ **Just a Little While to Stay Here** — BEVERLY 748 — The anticipation of the life to come results in an ecstatic performance on this side. Chorus and lead join for an uplifting session. (Don Carlos, BMI) (2:30)

★★ **There Is Rest** — The spirit is on the group in this performance, but the lyrices are not clearly recorded. (Don Carlos, BMI) (2:30)

SOUL SEEKERS QUARTET

★★★ **When the Morning Comes** — BEVERLY 746 — In contrast to flip, this is in a slow, stately measure. Performance is marked with emotion. (Don Carlos, BMI) (2:54)

★★ **Over in Glory** — A sincere side which gains momentum and interest as it goes along. (Don Carlos, BMI) (1:40)

Rhythm & Blues

★★★

LITTLE BUCK

★★★ **I'll Follow You** — DUKE 7041 — Fervid chanting by singer and chorus on feelingful thema with gospel-flavored backing featuring organ. (Lion, BMI) (2:28)

★★★ **Let It Be Now** — Lead and group wrap up emotion-packed ditty in strong dual-market vocal treatment. (Lion, BMI) (2:27)

PEPPERMINT HARRIS

★★★ **Ain't No Business** — DUKE 7031 — Personable talk-sing stint by Harris on cheerful blues theme with amusing lyrics. (Lion, BMI) (2:28)

★★★ **Angel Child** — Exuberant reading by Harris on hard-driving rhythm item with pounding piano on backing. (Lion, BMI) (2:02)

ELMORE JAMES

★★★ **Rollin and Tumblin** — FIRE 1024 —Elmore James shouts the lyrics to this wild blues effort. It has a beat and a sound and could be a coin-grabber. (Fast, BMI) (2:30)

★★★ **I'm Worried** — Fine blues is sung with sincerity by the down-home blues singer here. He sings with power and sincerity and the band backs him solidly. (Fast, BMI) (2:44)

Rhythm & Blues

★★

THE KADAK'S

★★ **Look Up to the Sky** — J & S 1684 — A philosophical ode done to slow triplet rhythm. Group has a meshuga sound with lots of delicate-sounding high tenors. Weak material. (Zells, BMI) (2:09)

★★ **Don't Want No Teasing** — A rockin' rhythm side. It's a blues right out of the school of several years back. (Zells, BMI) (2:09)

Children's

★★★★

CHIP 'N DALE

★★★★ **CHIPMUNK FUN WITH CHIP 'N DALE** — DISNEYLAND LG 704 — The original Chipmunks are spotlighted here in an amusing story about their adventures vs. Donald Duck. Funny wax for little ones All of the 29-cent Disney disks are packaged with entry blanks for a "Win a Trip to Disneyland" contest. (Disney, ASCAP)

DONALD DUCK

★★★★ **Bear Went Over the Mountain** — DISNEYLAND LG 706 — Brightly jacketed 29-cent kiddie disk spotlights one Donald Duck solo on title theme, plus happy warbling by hid chorus on brief children's rhymes. Strong wax for tiny tots. (Disney, ASCAP)

MICKEY MOUSE

★★★★ **I've Been Working on the Railroad** — DISNEYLAND LG 711 — The title song is offered here by Mickey himself with his gang of buddies. Side 2 contains "Hail, Hail the Gang's All Here," and "For He's a Jolly Good Fellow." A fun coupling for the young ones. (Disney, ASCAP)

3 LITTLE PIGS

★★★★ **3 Little Pigs Sing Polly Wolly Doodle and Alouette** — DISNEYLAND LG 710 — More of those familiar itty bitty voices here as he piglets sing Alouette" on Side 1. The flip has "Polly Wolly Doodle," plus a recitation to string background called "Talk Happiness," by a voice that sounds like Annette Funicello of an earlier day (Disney, ASCAP) .

CHIP 'N DALE AND GOOFY

★★★★ **Chip 'n Dale Chipmunk and Goofy Sing for You** — DISNEYLAND LG 712 — Goofy the canine sings "Kookaburra," followed by the cute speeded up voices of Chip 'n Dale the Chipmunks on "Daisy Daisy." Flip has the duo in "I'm a Little Prairie Flower." The small, small fry will like. (Disney, ASCAP)

DONALD DUCK

★★★★ **Donald Duck and Uncle Scrooge's Money Rocket** — DISNEYLAND LG 702 —Donald, Uncle Scrooge and Jiminy Cricket combine forces on this recording which is billed as a "fun story." It's all about the space age and a rocket that's about to take off for the moon. Sound effects will amuse the small fry. (Disney, ASCAP)

Children's

★★★

DISNEYLAND CHILDREN'S CHORUS

★★★ **Mother Goose Rhymes** — DISNEYLAND LG 705 — The Disneyland Children's Chorus warbles brightly on a group of traditional Mother Goose rhymes — "London Bridge Is Falling Down," "See Saw Marjorie Daw," etc A solid 29-cent buy. (Disney, ASCAP)

FRANCES ARCHER & BEVERLY GILE

★★★ **Frog Want A-Courtin'** — DISNEYLAND LG 708 — Folk singers Frances Archer and Beverly Gile are in warmly sincere vocal form on two amusing folk tunes with strong kid appeal — "Frog Went A-Courtin'" and "Fidde Dee Dee." Another good 29-cent buy. (Disney, ASCAP)

DONALD DUCK AND HIS NEPHEWS

★★★ **Donald Duck and His Nephews Sing Clementine and Other Favorite Songs** —DISNEYLAND LG 701 — Oddly enough this is the same tune ("Clementine") which Bobby Darin recently recorded. This, however, differs a bit and is keyed to the little fry. Donald and company sing it a capella. Side 2 features "We Boys Will Shine Tonight," "Billy Boy," etc. (Disney, ASCAP)

MICKEY MOUSE

★★★ **Mickey's Band Concert** — DISNEYLAND LG 703 — The big brass band lead by Mickey Mouse offers "The Band Played On," and "In the Good Old Summertime," on Side 1, followed by "While Walking Thru the Park One Day," on the flip. Good 29-cent value. (Disney, ASCAP)

HAYLEY MILLS

★★★ **America the Beautiful** — DISNEYLAND LG 709 — Hayley Mills, the young star of the Disney movie, "Pollyanna," sings this traditional song to piano accompaniment. Her admirers who have seen the picture will want it, since the wax is from the sound track. (Disney, ASCAP)

DISNEYLAND CHORUS

★★★ **Yankee Doodle** — The Disneyland Chorus offers this patriotic standard in lusty style to the accompaniment of a marching band. (Disney, ASCAP)

Sacred

★★

CARROL RHODES AND THE TWILIGHTERS

★★ **I've Got a Right to Praise the Lord** — RIDGECREST 1103 — The group gives a fair performance of the rhythmic gospel-styled material. Recording quality is poor.

★★ **I'm Just a Pilgrim** — A similar piece of material gets a fair go.

Two Named To IHFM Board

HOLLYWOOD — Ed Miller, prexy of Sherwood Electronic Laboratories, Inc., and Leonard Carduner, prexy of British Industries Corporation, last week were named to the Institute of High Fidelity Manufacturers' board of directors by Ray Pepe, IHFM prexy. They will fill the board vacancies created by the resignations of Joe Benjamin (Bogen, Inc., prexy) and Milton Thallberg (Audiogersh Corporation head). New directors Miller and Carduner will fill out the remainder of the year's terms until the regular IHFM elections are held early next year.

It's the first time on the Institute board for both men. Pepe hailed their acceptance of their appointment, stating that they will immeasurably strengthen the IHFM board by broadening its scope.

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Regina Ex Eyes Record After Big Wednesday Turnout

Grandstand, Horse Racing Crowds, Mutuel Handle Race Ahead of '59

REGINA, Sask. — With a record-breaking gate Wednesday (3), the Provincial Exhibition in Regina was in fine shape at the half-way mark.

The show is ahead in every department and indications Thursday were that it would have another great day.

Wednesday's attendance of 47,076 was 3,402 ahead of the same day last year and it was the biggest one-day turnout in the history of the event.

Manager T. H. (Tommy) McLeod's records show the previous high was Wednesday in 1956 with 44,708. The week's total then was 228,015 and this could be reached or surpassed if the weather holds.

The evening grandstand Wednesday drew 7,095, an increase of 1,852 over last year, which put it ahead 6,261 on the three nights.

Race Crowds Up

Racing attendance was up, too, with 6,296 on hand, which was 599 better than the same day in 1959. For three days the race crowd total is ahead 1,928.

Pari-mutuel play Wednesday was $172,431, which was down $4,262 from last year, but the three-day total was up $659.

Monday's opener was a hot one weatherwise, but 36,006 customers came thru the gates. Altho the gate was off nearly 2,000, race attendance, evening grandstand and pari-mutuels were up. The races, with 2,217 on hand, were ahead 189, and the evening show total of 5,771 was 2,626 better than in 1959. Pari-mutuels totaled $84,573, a gain of $6,489.

Tuesday was marred by a heavy, short-lived rain in mid-afternoon but attendance at the gates, races and evening show was ahead of last year.

The gate, at 23,057, was up 1,349; the race crowd, at 3,007, was up 1,180, and the evening show, 4,655, topped 1959's figure by1,783. Pari-mutuels were ahead $4,000 when the rain came but ended $1,568 off, with a total of $90,674.

Add New Show

A new deal this year was the dropping of the customary morning grandstand show, a free event for children. Instead, a family night was presented, with reduced prices for children and parents. The deal clicked and will be retained.

The annual children's day parade was held in the morning, going thru

(Continued on page 50)

Rain Staggers Harrington's Record Pace

Record Names Big Draws; Gate Off 15% From Last Yr.

HARRINGTON, Del. — One customer too many — Hurricane Brenda — halted the record attendance march of the Kent and Sussex Fair last week. Final attendance included 65,000 paid, plus children and some 8,000 passes, about 15 per cent behind last year. But there were a number of "plus" elements.

Auto racing was delayed two and a-half hours Saturday (30) be-

(Continued on page 50)

6 WKS., 900,000 VISITORS

Freedoml'd Seeks Millionth Patron

NEW YORK — Attendances cited for Freedomland, the vast Bronx theme park, are phenominal, but an increased admission price has been put into effect because gate revenue from the original prices "weren't meeting the overhead."

Adults now pay $1.50 to get in, instead of $1. Children still pay 50 cents or 75 cents, depending on the age group.

The park estimated it would receive its 1,000,000th visitor sometime this week. Official opening was June 19 and crowds have reportedly averaged out at around 20,000 a day since then. Since the premiere, top single day was given as Sunday, June 26, with 37,406 persons clocked thru the turnstiles. (Originally it was said 1,500,000 patrons would be the break-even point this year.)

Except for this day, the spot claims that weekends have provided the lowest attendances. Friday is the worst, followed by Saturday and Sunday. Best days are Tuesdays. Reasoning given was that people shun weekend visits to the park in fear of getting trapped in big crowds.

A "Starlight Festival" has been advertised to stimulate night business. Included are Indian fire dances, concert - in - the - park, Chinese dragon dance, dancing, old country auction, fireworks, and sing-alongs. Auction procedure is for people to bring along anything to be sold by the park's auctioneer, with the owner getting all the proceeds.

Combination books give admission and nine rides. They go for $3.50 for adults, $2.75 for ages 12-17, and $2.50 for those 11 and under.

Arena Mgrs. Elect Edward Allen Prez

Milwaukee Awarded 1961 Convention; Will Furnish 'Chalfen' Hospital Room

By TOM PARKINSON

NEW ORLEANS—Edward J. Allen, manager of the municipal Auditorium at Pasadena, Calif., was elected president of the International Association of Auditorium Managers here Saturday (30) in the closing session of the IAAM's 35th annual convention.

Allen, previously a vice-president of IAAM, also is connected with the Rose Bowl and is a director of the Tournament of Roses. He won out over Elmer A. Krahn, of Milwaukee Auditorium-Arena, for the office. Francis Deering, Sam Houston Coliseum, also was nominated but withdrew from the race.

Those elected regional vice-presidents were Edward M. Franch, Norfolk (Va.) Auditorium; Don Myets, Allen Coliseum, Fort Wayne, Ind.; Walter Mabee, Fargo (N. D.) Civic Center Auditorium; C. A. Johnson, Wichita (Kan.) Forum; Claude Ritter, Miami Beach Auditorium and Exhibition Hall; Francis Deering, Sam Houston Coliseum, Houston; Gordon Hewson, Fresno (Calif.) Memorial Auditorium, and Don Jewell, Portland (Ore.) Memorial Coliseum. Charles L. McElravy was re-elected secretary of the IAAM.

Directors-at-large are: Theo Genest, Palais Montcalm, Quebec; H. H. Niebruegge, Atlanta Municipal Auditorium; Ray Scheuering New Orleans Municipal Auditorium; Lin Lueddeke, Oakland (Calif.) Auditorium, and Louis Gualdoni, Kiel Auditorium, St. Louis.

Milwaukee Wins

The convention confirmed its plans to meet in Milwaukee next year. The sessions will be during the week of July 24 at the Schroeder Hotel.

For the 1962 convention, tha membership voted for San Francisco. Other contenders were Louis-

(Continued on page 50)

Chippewa Falls' Longer Run Ups Gate Count

CHIPPEWA FALLS, Wis.—The Northern Wisconsin District Fair, thanks to two extra days of operation, chalked up a substantial increase in attendance thru Thursday (4), fifth day of its eight-day run.

The big gains were scored Sunday and Monday, the two opening and added days. Harness horse races, staged both afternoons, pulled extremely well. A talent hunt, midget races, and go kart races, presented on the three successive afternoons, were held before light grandstand turnouts.

Attendance for the night grandstand show—a GAC-Hamid revue, with Betty Johnson as headliner —opened Tuesday night (2) and in the first three nights pulled fewer people than the grandstand attraction did on the corresponding nights last year.

On the midway, the Olson Shows registered impressive gains, churning out good grosses on the two added days and turning in higher - than - '59 grosses on tha next three days.

Canada A Fairs to Book Attractions in October

REGINA, Sask. — Dates for Western Canada's Class A fairs in 1961 were confirmed Thursday (4) at the mid-summer meeting of the Western Canada Association of Exhibitions, meeting in the Saskatchewan building at the fairgrounds. More than 50 delegates, representing management and committees of the five fairs on the loop, were on hand. Also represented was the Red River Exhibition, Winnipeg, an associate member.

The dates are: Brandon, July 3-7: Calgary, 10-15; Edmonton, 17-22; Saskatoon, 24-29, and Regina July 31-August 5.

For many years the midway contract for the following season has been awarded at the Regina meeting. Altho a decision had been made last January at the annual meeting to consider midway bids in October, much discussion centered around whether or not the matter should be left until that time.

It was finally decided to invite midway bidders to a meeting in Winnipeg, October 18-20, at which time a carnival will be chosen. The grandstand show will also be selected at that time.

Representatives of each fair on the circuit reported favorably on this year's midway and grandstand.

Don Pells, of Regina, president of the W.C.A.E., reminded that the next annual meeting would be held in Regina for the first time. The dates are January 20-22, 1961.

Seated at the head table was Fred England, of Regina, honorary president of the W.C.A.E., and a past-president and veteran director of the Regina Exhibition. The other honorary president, Charles Baker, Calgary, was unable to attend.

50 ATTEND PENNSYLVANIA PARK ASSOCIATION MEET

WILKES-BARRE, Pa.—Despite alternate thundershowers and rain, about 50 amusement park owners and their wives attended the 26th annual meeting of the Pennsylvania Amusement Park Association here at San Souci Park Wesdnesday (3).

Ed Lee, immediate past-president of PAPA, and operator of Sans Souci, and his partner, Jimmy Brown, a Wilkes-Barre attorney, were co-hosts.

A gaily-decorated tent, fortuitously set up, housed a cocktail party during a heavy rainstorm. During a brief afternoon business meeting the association voted to sponsor a test-project aimed at simplifying the State's sales reporting procedure. Under the plan six parks, to be designated by President Ben Sterling, will submit records of their '59 and '60 sales to Legal Counsel Edward C. First Jr. of Harrisburg, who will confer late this fall with State sales tax officials with view of obtaining a more simple formula of reporting.

Among the guests were Robert T. Plarr, president of the National Association of Amusement Parks, Pools and Beaches, and John Bowman, NAAPPB executive secretary.

Congressman Daniel J. Flood was the principal speaker at the banquet. Plarr and Bowman also addressed the group and Attorney Joseph L. Lawrence O'Connell, Wilkes-Barre, served as toastmaster.

1ST RINGLING RAIL MOVE, 1,771 MILES IN 48 HOURS

OMAHA—Ringling Bros. and Barnum & Bailey Circus was back on rails last week after five years and arrived here for a three-day stand after what was termed a record move. Show traveled the 1,771 miles between Sarasota, Fla., and Omaha in less than 48 hours of actual running time.

The 15-car, streamlined train, left Sarasota at 12:30 p.m. Monday (1), went over four different railroads, and arrived here at 3:30 p.m. Wednesday (3), after several stopovers including a two-hour water stop in Birmingham.

Over 400 rode the train on this first rail move since July, 1956, with two guests being J. R. North I, 20-year-old son of Henry Ringling North, and Paul Conaway, Macon, Ga., show attorney.

Large crowds were on hand for the departure and the arrival here. In Sarasota, several hundred turned out and the traditional ceremonies, which for years had marked the departure of the R-B train, including blessing of the cars, were held.

The stand here was Friday (5) thru Sunday (7) for the Ak-Sar-Ben. From here show will move to the Denver Coliseum, August 11-14; Salt Lake City Fairgrounds, 16-17, and San Francisco Cow Palace, 19-21.

Dunkirk, N. Y., Fair Attendance Up 7%

DUNKIRK, N. Y. — A second crack at earlier dates provided Chautauqua County Fair with a healthy attendance boost this season. Also tried was a three-way auto stunt show program, making the fair one of the few to offer as many different thrill units.

Total attendance for the six days ending Saturday (30) was 63,000, up around 4,000 or 7 per cent over last year. Prior to 1959 the event had been geared to Labor Day. The switch last year resulted in a marked gate increase. September in recent seasons had been accompanied by coldness and rain.

This time, rain fell only on Tuesday, but not very hard. During the rest of the week it threatened the entire area but did not interrupt the fair proceedings.

Grandstand Does Okay

Grandstand audiences were rewarding for all programs. Thrill shows were Lucky Hell Drivers of Canada on Monday (25), Joie Chitwood's on Wednesday, and Jack Kochman's on Saturday. The last-named did best of the three, Henry, Leworthy Jr., secretary-treasurer, reported. Red Foley appeared with his "Jubilee U. S. A." on the Thursday night. The shows at 7 and 9 p. m. pulled excellently with 4-H handling advance ticket sales. Total attendance for the 4,000-capacity house topped 7,500 with tickets at $1 apiece. Attractions were hooked in thru George Moran of Mercury Artists.

Also grandstand attractions were a firemen's parade and a county high school band concert.

On the midway, Gooding Amusement Corporation under Goc Kempner fielded 14 rides and six shows, the total gross exceeding that of last year when Gooding also held the contract.

There is no horse racing at Dunkirk. On the exhibit side there was a record total of 465 head of cattle entered. Poultry department was also ahead of last year. A children's matinee was received just fair on Tuesday, but the second matinee, Thursday, went over superbly, Leworthy said.

HETZER SPEC FEATURED AT DULUTH CELE

DULUTH, Minn.— Jimmy Hetzer's "Japanese Spectacular," fresh from its Canadian fair tour, was set to open a three-day stand here Monday (8) at the Jaycee Portorama, marking the opening of the St. Lawrence Seaway. The celebration runs August 6-14, with Tex Beneke set for a show and dance later in the week.

The Hetzer show played in the Auditorium here at $1.50, $2 and $2.50 rates and was backed by heavy press, radio and television publicity. From here the show moves to the Ozark Empire Fair at Springfield, Mo.

Allentown Awards Leidig 5-Yr. Pact

ALLENTOWN, Pa. — An unprecedented contract of five-year duration was approved this week for Ed Leidig, manager of the Greater Allentown Fair. He also holds the elective position of treasurer, being elected annually since 1955. Leidig had been serving as appointive manager under two-year agreements.

The executive committee of the fair society approved the five-year term effective next December 1 and terminating December 1, 1965.

Leidig is serving under his second president, Bill Harris, having first assumed the managerial job during the administration of Jim Hausman. He is also serving a third term as a director of the International Association of Fairs and Exhibitions.

Under Leidig's guidance the fair has been enhanced with a new modern Agricultural Hall and the Market Building, and has created, and filled, considerable added exhibit space. This season the old administration building is being razed and replaced by a modern branch bank structure. A new administration building is being constructed adjacent to the East End of the paddock, behind the Ritz Restaurant. The 6,000-square-foot office building will provide up-to-date facilities and will combine for the first time the offices of entry clerk and grounds and concession departments.

Leidig's progressive approach to fair business has modernized the grounds and been accompanied by experimentation with grandstand attractions. Last year his signing of Roy Rogers for an entire week surmounted criticism when record attendance and revenue figures were reached.

AVOID AMUSEMENT TALK

N. Y. World's Fair Exhibit Space Pegged at $4 Per Square Foot

NEW YORK — Exhibit space at the 1964-'65 New York World's Fair will cost $4 per square foot per year — and the exhibitor or concessionaire will have responsibility for design and construction. This was one of the facts brought out last week when J. Anthony Panuch addressed a meeting of industrialists at the fair headquarters. Panuch is vice-president in charge of industrial, federal, State and special exhibits.

Temporary administration quarters are being occupied in the old New York Building of the 1939-'40 fairgrounds. Erection of the first new structure, an administration building, will begin immediately, President Robert Moses says. This is a $127,000 prefabricated Butler-type which is already purchased. James King & Son will erect, finish and equip it at a total cost of $600,000, including cafeteria. It will be finished by December.

A great many commercial firms were represented at the exhibit meeting. Panuch said that the fair is still in the planning and spade-work stage, but nonetheless, the $95,000,000 to be spent will make it "the biggest and most fascinating showcase conceived and constructed by the imagination and the hands of man."

No Mention of Fun Zone

During all talks to date there has been a pointed avoidance of amusement matters, and this was continued at the meeting.

All exhibit buildings must be of a temporary nature. All those built by exhibitors must be demolished promptly at the close of the fair. Incidental regulations projected for exhibit structure limits them in height to 80 feet, and states that no more than 50 per cent of any lot shall be occupied by buildings. No exhibit can lease more than two acres. Payment is half down with letter of intent, the other half before start of construction.

Panuch said concessions are within the jurisdiction of Stuart Constable, vice-president in charge of operations. Constable's staff is making a thoro analysis of all concessions granted by the 1939-'40 fair. "When this analysis is completed," Panuch continued, "the fair corporation will establish an appropriate policy."

There will again be an 80-acre transportation exhibit section to be developed and operated by the Port of New York Authority. This will occupy the same area occupied by transportation exhibits during the 1939-'40 World's Fair.

Gate Fees $2 and $1

Other points include the following:

Projected attendance: 40,000,000 the first year, 30,000,000 the second year. Average daily is 220,000 and the peak, 500,000.

Gate prices: $2 for adults, $1 for children.

Parking: Total of 3,00,000 the first year, averaging 16,500 daily. Site studies urge seven lots covering 140 acres and holding 20,000 cars.

Inner transit: Tractor trains and lounge chairs, as at the previous fair. (But no monorail or helt-conveyed cars. "Impractical for us at the fair. We suggest that they be provided by their manufacturers as exhibits to demonstrate their possibilities.")

Tivoli Averts Labor Dispute; Matches 1959

COPENHAGEN—A settlement was reached between Tivoli Park and 400 of its "controllers," who work the gates and perform other functions, without any work stoppage and very little publicity. The workers, in a post-midnight meeting, passed a resolution seeking a wage increase and other benefits, but at no time was there any let-down in their services.

Evidence that "work as usual" prevailed during this brief discussion is that during the last nine days of July, nearly 400,000 persons paid their way into Tivoli, the first weekend topped 100,000 and the second passed 110,000, with everything running normally in the big park.

On Monday (1) Tivoli's season attendance passed the 3,000,000 mark — on the 92d day of the season, exactly the same date as last season. While rainfall during July was double that of the normal rate it seems to have had little effect on attendance or business.

Apparently there are more Americans in Copenhagen this summer than ever, and special efforts are being made to cater to them. This month, "Tivoli Varieteen" has the Bernard Brothers, platter muggers, and the Delta Rhythm Boys, recording faves, as features of its bill. Out in Dyrehavsbakken, which is also doing good business, the open-air stage is also offering American talent. August 1-9, trumpet player Claude Ronson, and chirper Rosita Thomas appear with Arne Buschardt's "show" band, and August 16-21 the Brunos, high sway pole act, will be presented.

Owego, N. Y. Fair Scores Revenue Hike

OWEGO, N. Y.—Spotty rains hit the 101st Tioga County Fair, which managed to exceed last year's revenue on the basis of a 40-cent gate hike combined with a free grandstand program. The seven days ended Saturday (30) on a soggy note as firemen and high school hands slogged around a race track made muddy by 6-8 p.m. rains.

Only the rainfall prevented a record attendance from being set, Secretary Charles Estey reported. On Friday night half the county was saturated. Other than these setbacks there was clear weather during the week, and total attendance topped 30,000.

The fair opened with two performances of the Buddy Wagner auto thrill show, both run off to good crowds. Joie Chitwood showed closing night in combination with the Reg Kehoe girl marimba band, and the Aerial

(Continued on page 48)

IAFE Adds 36 Fairs To Its Membership

WINSTON-SALEM, N. C. — The International Association of Fairs and Expositions added a total of 36 new members to its rolls during the first seven months of 1960, it was announced at the association's headquarters here last week.

Frank Kingman, secretary-treasurer, and Ed Leidig of Allentown, Pa., finanance committee chairman, said a substantial number of other fairs should be brought into the fold prior to the Chicago conventions this winter.

The 1959 membership in IAFE was 207 fairs in the United States and 13 in Canada, a total of 220, and the expansion this season mounts to 16 per cent.

Joining IAFE have been the following:

New Fairs Listed

Union County Livestock Show, El Dorado, Ark.; Columbia County Fair, Magnolia, Ark.; Ashley County Fair, Hamburg, Ark.; Napa (Calif.) Town and Country Fair; Sarasota County Fair, Sarasota, Fla.; Coastal Empire Fair, Savannah, Ga.; Carroll County Fair, Milledgeville, Ill.; Jackson County Fair, Maquoketa, Ia.; Randolph County Fair, Sparta, Ill., Fayette County Fair, West Union, Ia.; Eaton County 4-H Fair, Charlotte, Mich.; Interstate Fair, Coffeyville, Kan.; Pennyroyal Fair, Hopkinsville, Ky.; Greenfield (Mass.) Fair; Olmstead County Free Fair, Rochester, Minn.; American Royal Livestock Show, Kansas City, Mo.

Fallon County Fair, Baker, Mont.; Rosebud County Fair, Forsyth, Mont.; Allegany County Fair, Angelica, N. Y.; Washington County Fair, Marietta, O.; Greenville County Fair, Greenville, S. C.; Tipton County Fair, Covington, Tenn.; West Tennessee District Fair, Jackson, Tenn.; Middle Tennessee Fair, Lawrenceburg, Tenn.; Obion County Fair, Union City, Tenn.; Champlain Valley Exposition, Essex Jct., Vt.;

Also, the following fairs, all in Wisconsin: Fond du Lac County, Fond du Lac; Calumet County, Chilton; Rock County, Janesville; Dane County, Madison; Dunn County, Menomonie; Winnehago, County, Oshkosh; Washington County, Slinger; Shawano County, Shawano; Outagamie County, Seymour, and Vernon County, Viroqua.

MONTANA STATE FAIR UP AT GATE, OTHER SEGS OFF

GREAT FALLS, Mont.—The State Fair of Montana showed a gain of 10 per cent in paid attendance thru Thursday (4), fourth day of the six-day run, but lower night grandstand receipts, slightly lower midway income, and a 10 per cent drop in pari-mutuel betting.

Weather, except for a hard shower late Monday afternoon (1), was good. The shower was just enough to cut heavily into midway receipts of the Siebrand Bros.' Shows, causing a dip of about 5 per cent in the total for the first four days. The Siebrand aggregation, however, was expected to overcome that loss before the fair's closing due to the promise of good weather.

Softer economic conditions in the area were blamed for the lower mutuel handle at the afternoon horse races. The races were offered along with rodeo events, staged by Harry Knight.

The night grandstand show, a Barnes-Carruthers revue, plus Edgar Bergen and Alice Lon, did not exert the same pulling force of the Lennon Sisters, who headed the bill and were a powerful draw last year.

Attendance for the combination rodeo-horse race program during the first four days held about even with last year, when horse races, plus acts, were presented, Dan Thurber, fair manager, reported.

Storm Hurts Medicine Hat

MEDICINE HAT, Alta.—An 11,780 gate Saturday (23) boosted attendance at the three-day Medicine Hat Exhibition and Stampede to 33,010, about 3,500 less than last year.

A violent windstorm canceled the final night's grandstand show, which had drawn 2,900 customers. The show was presented Sunday afternoon and drew 1,970.

Siebrand Bros.' Circus and Carnival was on the midway, and the grandstand show was presented by Bob di Paolo's KBD Enterprises, Calgary.

SET TO GO

Ky. State Fair Skeds Historical Program

LOUISVILLE —The Kentucky State Fair has put the final touches on its September 9-17 program which will be themed to the Civil War centennial and will also observe other commemorations.

Special displays of Civil War relics and items of historical significance will be in the exposition wing. The National Civil War Centennial Commission's executive director, Karl S. Beets, will be on hand for the opening. General U. S. Grant III is expected, as is the West Point Glee Club and other dignitaries. Bruce Catton, editor of American Heritage and author of a number of books on the war, will speak at an opening-day luncheon.

A tie-in with Jimmy Hetzer's Japanese Spectacular is the 100th anniversary of the first trade agreement between Japan and the United States. The show will be in the stadium the first three days of the fair.

Carlos P. Romulo, past-president of the United Nations and current Phillipine ambassador to the U. S., will speak on world peace September 11. Also on that day a pageant, commemorating the 150th anniversary of the first Sunday School in Kentucky, will be held. Harold Stassen, national president of the Sunday School Union, will be present.

Other special attractions include the 10th Naval District Steel Band from Puerto Rico, the U. S. Marine Band and both presidential candidates have been invited to attend the Kentucky Chamber of Commerce program September 13.

Attraction-wise the fair will have Liberace head up its piano festival in the Coliseum. Gene Holter's wild animal show will open a three-day stand in the stadium September 12, and the Rotroff All-Girl Thrill Show will be in for the final four days of the fair on a specially constructed track northwest of the stadium.

Jan Garber's orchestra will play the horse show, plus the White Horse Troupe. Also set are spelling bees, tractor pulling, tractor-operating contests, baton twirling, gospel quartet competitions, style shows and tobacco auctioneer contests.

Olson Shows again will provide the midway attractions.

Talent Hypos Ticket Sales at Nebraska Fair

LINCOLN, Neb. — Advance sale of tickets for the grandstand attractions at the Nebraska State Fair have started off exceptionally strong, Ed Schultz, fair secretary-manager, said.

A strong, varied array of talent, Schultz said, is partly accountable for the strong start. Other factors, he added, are the fair's mounting reputation as a show place and the fact that in recent years the fair has experienced turnaways.

In for three kiddie matinees is a bill headed by Zippy, the chimp. On one of these days, kid's day, the Lincoln Promotional Council has obtained 30,000 tickets and that organization reports that it may not be enough.

The first segment of the night grandstand program, running Saturday thru Tuesday, September 3-6, will be headed by Carmel Quinn, the Four Lads, and Snooky Lanson, and also will present Buddy Merrill's orchestra, the Rockettes, Roger Ray, the Staneks, the Adaros, and the Wallenda high wire act.

Pat Boone will head the bill the following two nights and the show also will have Anita Bryant, the Hollywoodettes, Jack Durant, Sid Krofft puppets, and Buddy Moore's orchestra.

Aut Swenson's Thrillcade will be in the final night. Four afternoons of auto racing, three big cars and one of stocks, will be staged by National Speedways (Al Sweeney).

Advance Work Gets Rolling By Chambliss

ROCKY MOUNT, N. C. — Offices for the fairs in Rocky Mount and Greenville have been opened by manager Norman Y. Chambliss. Dates are September 9-17 for the former and October 3-8 for Greenville.

This will be the first time Rocky Mount will run nine days, opening with a children's day on Friday (9). It is expected that a full schedule of operations will be conducted on Sunday (11). Each fair will offer $5,000 in premium prizes.

On the entertainment calendar, Chambliss listed the O. C. Buck Shows for both midways, and Lucky Hell Drivers for Rocky Mount on opening Saturday and Sunday, and three kiddie days at each fair. Both will feature Fireworks Corporation of America displays, and Cooke and Rose talent.

A list of promotions is being worked out. Last year's buried treasure stunt, in which money was unearthed as patrons followed broadcast clues, was very successful, Chambliss said. Outlook for this fall's season was given as very good.

ANNUAL SALE BOOMS DURING WEEK OF FAIR

OWEGO, N. Y. — One of the more successful promotions during the annual Tioga County Fair is the former Spring Doll Day sale. Originally held early in the year, it has been shifted to coincide with the annual fair week, and participating merchants report sales volume increases ranging as high as 80 per cent over normal. The sponsoring Chamber of Commerce reciprocates for all the people the fair brings into town, by giving away an automobile in front of the grandstand. Charles B. Estey handles the promotion for the fair and R. D. Tedeschi for the Chamber.

Olson Tops '59 $$ At Chippewa Falls

CHIPPEWA FALLS, Wis.—The Olson Shows were running well ahead of last year at the Northern Wisconsin District Fair here thru Thursday (4), fifth day of the eight-day run, thanks in large measure to two extra days of operation.

The fair opened on a Sunday, instead of Tuesday as in the past, and was to run eight day instead of six. The two early added days yielded good business and the next three days each yielded better receipts than the corresponding days last year.

Rides were particularly strong, accounting for a greater percentage of the gross than last year. The show's eight kiddie rides accounted for top money in that division, with the Mad Mouse second and the new Paratrooper third.

Silk Stockings, show-owned unit produced and managed by Gene Vaughan, was the top money-getter among the shows. Storybook People, a new show jointly owned by the Lorow Brothers and Harry Hennies, was introduced on the midway here, with Cortez, Snooky and Skeeter Lorow operating the unit and with Alice Hennies, Harry's wife, handling press.

Mich. State Fair Averages $21,247 Net

DETROIT—The Michigan State Fair has shown a total net profit of $106,236.62 over the past five years, according to Donald L. Swanson, fair manager.

The average yearly profit was $21,247.32—indicating the fair is on a self-sustaining basis.

The profit was turned back to the State General Fund.

The fair paid out $592,947.68 in premiums to exhibitors, mostly in the farm and livestock categories during the five years, an average of $118,589.54.

Cobo Hall Concession Awarded

DETROIT — The Common Council has approved the recommendation of the Civic Center Commission and awarded the checking concession at the new Cobo Hall and Convention Arena to the Civic Center Serving Company. This firm was organized by W. B. (Bill) Browning, former general manager of Bob-Lo Amusement Park.

Awarding of the catering concessions to the L & L Concession Company, as previously reported, was reversed by action of the mayor and council and no final award has been made.

Browning's contract is for approximately two years with an annual guarantee of $25,000 and a $25,000 performance bond. Percentage to the city is 62.3 per cent. Annual revenue is estimated at $75,000.

TALENT ON THE ROAD

Horse Show Books Zorro; Lon Faces Tight Schedule

Zorro will be the name lure at the Milwaukee Horse Show to be held at the Wisconsin State Fairgrounds September 9-11, booking thru MCA. . . . Alice (Champagne Lady) Lon will do some tight traveling with a roundabout schedule between engagements at the Lewisburg (W. Va.) Fair and the Princeton, Ind., annual. She'll leave Lewisburg after the night show on an 11:15 p.m.train which gets here into Cincinnati early the next morning. She'll then fly to Louisville, change planes for Evansville, Ind., where fair officials will pick her up around noon. She'll go on there that night. . . . Corinne and Bert Dearo recently closed a four-week engagement with the circus unit on World of Pleasure Shows and headed for Roanoke, Va., where Corinne will do her cloud swing at Lakeside Amusement Park, following with a week at Olympic Park, Irvington, N J.

August free acts at Dallas State Fair Park will have the Chandler Marionettes August 4-10; Eris, August 25-31, with open dates yet to be booked. . . . Rex Allen is back in Hollywood after being a guest of Denver Publisher Palmer Hoyt at the Cheyene (Wyo.) Rodeo. While in Denver, he plugged his new movie, "For the Love of Mike." . . . The Iona (Mich.) Free Fair this year will go all out talent-wise. Included during the run will be Little Jimmy Dickens, Carl Smith, Marvin Rainwater, Stonewall Jackson, Jack and Elsa Shannon, Betty and Benny Fox, Seven Sons of Morroco, Jack Kodell, Jack Marshall, Mary Naylor, Trio Martelli, Janik and Arnaut, Jimmy Byrnes and Patti, Manhattan Rockets and Frankie Masters and his ork.

Smiley Burnett comes up with a busy itinerary during the remainder of August. On 8, 9 and 10 he'll be at fairs in Girard, Kan.; Fort Scott, Kan., and Holdrege, Neb.; then to Colby, Kan., for a fair date on the 12th. A Kansas City aud appearance is set for August 14; Auburn (Neb.) Fair, 15; Osborne (Kan.) Fair, 16; Central City (Neb.) Fair, 18; Wakeeny (Kan.) Fair, 19; Sylvan Grove (Kan.) Fair, 20; Newark (O.) Park, 21; Abilene (Kan.) Fair, 25; Stanton (Neb.) Fair, 28; Iola (Kan.) Fair, 29, and Wichita, Kan., for an oil company on the 30th. He'll also play the fair at Washington, Kan., September 9; Enid (Okla.) Fair, 11; Allegan (Mich.) Fair, 13-17, and an Omaha rodeo October 1-2. . . . Nelson Eddy, Gale Sherwood and Vic Perry opened at Chicago's Palmer House August 4. Joey Bishop will be in at the Tenthouse Theater, Highland Park, Ill., August 8-21. Set for the Hillside, Ill., straw-hatter are Shelley Berman, August 8-21, and Jayne P. Morgan, August 22-September 4. *Charlie Byrnes, Chicago*

NEWPORT JAZZ BLOWOUT MOVES TO THEME PARK

WAKEFIELD, Mass. — A major jazz festival is scheduled for Pleasure Island here, and satisfactory results will see the effort developed into a series. On Friday and Saturday (26-27) George Wein, producer of the Newport (R. I.) Jazz Festival which was canceled this summer because of unruly jazz fans, will offer another version at the 70-acre theme park.

Featured Friday night will be the Dave Brubeck Quartet, Gene Krupa Quintet, Dakota Staton, Nina Simone, Horace Silver Quintet, Buck Clayton, Pee Wee Russell, Vic Dickenson, Toshiko-Mariano Quartet and others. Saturday stars are Duke Ellington and his orchestra, Dinah Washington, Four Freshmen, Art Blakey's Jazz Messengers, Oscar Peterson Trio and Fred Kaz Trio. Wein worked the deal thru Norman Prescott, executive vice-president of the park and former WBZ (Boston) disk jockey.

Commenting on the Newport rioters, Prescott said, "It can't happen here, simply because they can't get in." This will be the park's first nighttime attraction. It has a newly built 7,800-sea Show Bowl. Associate Producer Ed Sarkesian said a sellout gross of $56,000 is expected with tickets scaled at $3, $4 and $5.

Prescott cited security conditions such as a single entrance, mile-long approach road, turnstiles, Pinkerton ushers, cordons of Wakefield police and other devices. "I've been in show business long enough to know people don't want these things to happen," he stated. "We're gambling on the public. We believe they will not let (these incidents) happen again."

Bruderlin Named Assistant to New Pomona Fair Mgr.

POMONA, Calif. — Fred M. Bruderlin, secretary-manager of the Solano County Fair in Vallejo, has temporarily joined the executive staff of the Los Angeles County Fair, Phil D. Shepherd, newly appointed general manager, announced.

Bruderlin, on two months' leave of absence, will be Shepherd's administrative assistant during the 1960 event September 16-October 2.

Bruderlin was secretary-manager of the Farmers Fair of Riverside County, Hemet, Calif., for four seasons following service in World War II. He was also general manager of the Ramona Pageant for two seasons. Returning to active military duty, he saw action in Korea and was later stationed in Japan with the U. S. Armed Forces. In 1954 he directed the Mare Island Centennial Celebration in Vallejo and has been manager of the Solano fair for the past five years.

New features on the grounds will include a house, now being erected by the Blue Flame Gas Association, with all-gas appliances, including air conditioning. A family-size swimming pool also is being built, and will be used for demonstrations and as an exhibit to sell such pools.

AMUSEMENT PARK OPERATION

Safety Authority Points Out Pitfalls

SOME EXPENSIVE PITFALLS for operators of amusement parks were pointed up in an address by Ray Ellis, traveling secretary of the National Safety Council.

A portion of the speech, which carried the title, "So, You Have Money to Throw Away," is as follows:

With a period of limited operations, it becomes rather important for making every penny count during the several months of activity in the amusement parks, pools and beaches of the New England area. And yet there are some who bave been throwing money away!

A relief man on the Ferris Wheel was a 15-year-old—a member of the owner's family, but a mioor. The accident wasn't very serious, but it did lead to a claim and since a minor was in charge of the device at the time of the accident, it was wiser to settle out of court. Cost, $5,000. MONEY TO THROW AWAY!

There was a hole in one of the walks along the midway. Business was a little too heavy for anyone to take time to make repairs. It was decided to take a calculated risk and repair the condition in the morning. A little forethought might bave indicated the wisdom of at least placing a barricade or other warning at the location of the bazard. A woman fell and sustained a fractured knee. Cost, $10,000. MONEY TO THROW AWAY!

With the demands on time in preparation for opening day, who bas the time to discuss safety precautions with the employees? The grounding of portable electrical equipment is common sense. And yet an employee using an ungrounded electric drill received a severe jolt, lost bis balance and fell with resultant fractures of both beels. Cost of medical, hospital and compensation exceeded $12,000. MONEY TO THROW AWAY!

Wbat bas your personal experience been during the past year—the past three years? Have you had "money to throw away?" How many of your profit pennies have gone to make up the dollars that paid for increased insurance premiums or the uninsured costs that were met thru on-the-spot settlements where cash purcbased a signed release from one of your patrons who bad been injured on the premises?

It has been found that the profit pennies from 5,000 lioes of bowling are required to pay for a $100 accident in the bowling industry.

Operating at a 12 per cent profit ratio, a pool owner would require over $800 in admissions to pay for a $100 accident. At an admission fee of 25 cents per child, this would mean the profit from over 3,200 children or over 1,000 adults at 75 cents. MONEY TO THROW AWAY?

I recently bad the privilege of sitting down with some of the people of your industry for a discussioo of safety. We found that there was more of a throw away than appears in the direct cost of an accident. Behind the direct and obvious costs of medical, hospital compensation and legal expenses are:

Time lost from the job when employees went to assist another employee or a patron that had been injured.

Possible damage to equipment.

Loss of revenue from the equipment if the damage is so extensive as to require a shutdown.

Time lost by you or your supervisory personnel in recording the accident; reporting to the insurance company, and possible loss of time for appearances before a compensation board or in court.

Loss of trained personnel with resultant inefficiencies in the operation of a device or location.

That intangible loss resulting from bad publicity.

First aid expense.

There are undoubtedly many other items that you could list from experience in the handling of an accident involving an employee or the public. It appears that it would not be unreasonable to assume at least an additional $100 of bidden or indirect costs per each $100 of direct accident cost.

64-Year-Old Norumbega May Make Way for Homes

AUBURNDALE, Mass.—Rumors flying around concerning the end of famed Norumbega Park have finally come to rest on some concrete evidence. It would now appear that the 40-acre spot will more than likely give way to business ventures and a big housing development.

Details of the deal bave not been disclosed and apparently will not be until the interested parties confer with City of Newton officials. Auburndale is part of Newton and located only a few miles from Boston. Success of the project is said to hinge on the developer's ability to win a zone change from the Board of Aldermen.

A nearby landmark, the Boston & Middlesex Street Railway's carbarn area directly opposite the park may also pass out of existence. The project has been described as a multi-million-dollar undertaking.

Present owner is Douglas Farrington, a former Boston real estate man who gave up large holdings to take over the spot in the beginning of 1956. He has carried on the same policy as former owner Roy Gill, who purcbased the park in 1939 from the street railway company. This always has been one of the best run parks in the nation, with liquor being banned and couples only allowed in the famed Totem Pole Ballroom.

Norumbega took two years to build and was opened in 1896. At that time the park included a 1,200-seat theater, a deer park, zoo and a restaurant accommodating 250 persons. Later, the open-air theater was replaced by the Totem Pole Ballroom which bas played the top bands.

The spot borders the Charles River and its popularity increased when canoes and boats were made available. Another attraction was added, the Normandi Room Restaurant with a capacity of 500. Plans had been under way for a summer theater in 1957 but these never matured.

The multi-million-dollar project bas been rumored for some time, but any development plans involving a change of zone must be the subject of public hearings by the Planning Board and the aldermen.

Bob-Lo Gets Big Weekend; Pulls 25,000

DETROIT—About 25,000 people enjoyed the facilities of Bob-Lo Amusement Park over the weekend, making it one of the heaviest three-day periods of the season.

Saturday was the big day, with 10,000 people carried to the island on the two steamers from Detroit. The big boost in Saturday patronage was the result of the Michigan Bell Telephone Company picnic, one of the principal bookings of tbe year.

Sunday and Monday each drew about 7,000 patrons. On Monday the attractioo of a free day for children drew two capacity shiploads of about 2,500 eacb in the morning, requiring both boats to leave 15 minutes earlier, leaving willing but disappointed customers on the dock in Detroit. It was oecessary to advance the 9 p.m. return trip an bour in order to bring back some who could not be accommodated oo the earlier return sailings, according to Ray Scheetz, passenger agent.

A special feature of the Bob-Lo operation this seasoo is a series of four square dance moonlights, sailing at 9 p.m., with a tariff of $1.75.

Roseville, Calif., Fair Sets Record

ROSEVILLE, Calif. — An all-time attendance record of 20,859 was set by the Placer County Fair during the five-day run which ended here Sunday (31), L. W. McClure, secretary-manager, said.

The previous bigh mark was set in 1958 with an attendance of 19,711.

Fair was held as an evening-only show for the first three days, but opened in the mornings on botb Saturday and Sunday.

West Coast Sbows played the midway.

Edgewater Park Recoups Early Season Decline

DETROIT — Paced by better weather, business at Edgewater Amusement Park is running about 15 per cent better than last year, according to Cy Wagner, co-owner and manager.

The start was slow because of many rainy weeks, but the pickup since late June bas been very encouraging. A number of industrial picnics, promotional activities and tie-ins have been significant factors in the improvement.

Tbe Wagner brothers, Cy and Milton, spent about $200,000 on improvements this season. New paving and a number of new roadways were built, reconstruction of the entrance roads was completed and a new lighting system was installed. Four new major rides bave been installed — Dodgem, Scrambler, Paratrooper and Double Decker Pretzel. The Pretzel has been going over very well.

The use of radio programs originated in the park by popular disk jockeys is again a factor in the park promotion this season. Programs are aired over most of the local stations four to five hours an evening except Sundays.

Spokane Rodeo Pulls 23,000

SPOKANE — The 11th annual Spokane Diamond Spur rodeo drew approximately 23,000 customers to Spokane Memorial Stadium July 29-31.

Pete Crump, Greenacres, Wash., won the all-around championship for the third time to win permanent possession of the Hopalong Cassidy tropby.

The rodeo was marked by the first fatality in its history. Vern Neal, Deer Park, Wash., died in a hospital after being kicked by a Brahma bull.

Beaverlodge, Alta., Gets Recreation $$

BEAVERLODGE, Alta.—A 30-acre park project here bas received a $10,480 government recreation grant. The project will include a baseball diamond, parking lot and fairgrounds, witb a balf-mile race track to be added later.

Part of the grant will also go toward completion of the town's arena.

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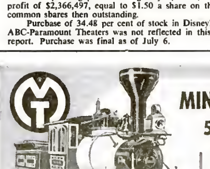
DISNEYLAND GROSS UP; TOTAL DISNEY NET DIPS

ANAHEIM, Calif.—Disneyland gross showed an increase of $1,465,295 wbile other income, including publications, character merchandising, non-theatrical film, records and music dropped $1,068,003 during the nine-month period ending July 2, Roy O. Disney, president of Walt Disney Productions, said here last week.

Consolidated gross income was $30,648,126, down $8,715,030 from last year's $39,363,156. Total revenue from Disneyland was not disclosed. Consolidated net profit for the period was $32,151, equal to 20 cents a share on the 1,626,023 common outstanding.

Corresponding period ending July 4, 1959, showed a net profit of $2,366,497, equal to $1.50 a share on the 1,581,011 common sbares then outstanding.

Purcbase of 34.48 per cent of stock in Disneyland held by ABC-Paramount Theaters was not reflected in this nine-month report. Purchase was final as of July 6.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R-B KICKS OFF SEASON AT LOS ANGELES ARENA

LOS ANGELES—Ringling Bros. and Barnum & Bailey Circus will tee off the fall season at the Los Angeles Memorial Sports Arena when it opens September 7 for 12 days, H. A. Mahr, assistant general manager, said. Circus follows the Home Show, which ends an 11-day run August 14, and the Wescom (Western Electrics Show), August 23-26.

Ringling is playing one day more this year than in 1959, its first year in the Sports Arena. Attendance during the run was approximately 135,000. Circus will end its 1960 run September 18.

Other events scheduled include the Coldstream Guards, October 10-11; American Dental Association, October 15-20; Office Equipment Manufacturers, October 30-November 3, and American Society of Tool Engineers, November 15-20. A series of basketball games will follow the tool engineers' meeting.

Court Order Threatens Cobo Hall Bow

DETROIT—The opening event at new Cobo Hall was being threatened here last week by an injunction from circuit court, obtained by an unsuccessful bidder for a contract at the $54 million building.

Dearborn Machinery Movers, Inc., one of the unsuccessful bidders for a labor contract at Cobo, obtained a temporary injunction preventing the city from executing a contract with Detroit Convention Service, Inc., the successful bidder.

Without a labor services contract there would be no laborers to move, install and dismantle exhibits in the building for the opening event, a convention of the Florist's Telegraph Delivery Association, scheduled for August 12.

Erect Marker at Hugo Cemetery

HUGO, Okla.—A gray, granite marker, weighing a reported 11,000 pounds, has been erected in Mount Olivet Cemetery here, designating the spot as a Showmen's Rest.

The marker is located near the grave of Kelly Miller, of the Hugo circus family, who died last winter.

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Rodeo Cowboys Appoint New Secretary

DENVER—Appointment of Bob Robinson, Cardston, Alberta, cowboy, as secretary of the Rodeo Cowboys' Association, governing body of the professional sport, was announced today by the Denver headquarters of the organization.

Robinson moved from the board of directors, where he has served since January, 1959, to his new post on August 1.

Operational growth in the sport, which last year totaled over three million dollars in prize money from some 493 rodeos in the United States and three Canadian provinces, required the staff addition, explained Lex Connelly, who has served as secretary-treasurer of the organization since 1957. Connelly will remain in charge of the local office.

Robinson, 28, was saddle bronk riding champion of Canada in 1956, is married and the father of four daughters.

Mich. State Fair to Open Day Earlier

DETROIT — Plans to advance the opening of the Michigan State Fair one night "for the first time in 111 years" were confirmed by Manager Donald L. Swanson.

The opening will be Thursday evening, September 1, with the kick-off parade held early in the evening, instead of Friday morning as in the past.

The parade is to be followed by a new grand opening evening program with free admission. Program is to include a band concert, fireworks display, ribbon-cutting by Gov. G. Mennen Williams, and the crowning of Mrs. Michigan State Fair.

Advancing the opening date will give the midway an extra night and also assure several hours of extra operation on Friday.

Kimberley, B. C., Voters Nix Arena

KIMBERLEY, B. C.—A bylaw to authorize debentures of $120,000 to complete a $332,000 ice arena failed to receive a three-fifths majority when a vote was held. Ratepayers voted 541 for and 418 against the bylaw—33 votes short of the required majority.

Kimberley has been without covered rink facilities for the last three years, since its 20-year-old arena was condemned by fire authorities.

Altho a rink is now partially built, it still requires a concrete floor, artificial ice plant, dressing rooms, seating, a heating plant and doors and windows.

ARENA, AUDITORIUM NEWSLETTER

Rock and Roll Still Rocks 'Em at Kingston

KINGSTON, Ont.—Rock 'n' roll may be a dead duck in many areas, but Jim McCormick, manager of the Community Memorial Center here, reports that it has been a successful venture for his building in the past two years. Last year some 15 dances were run off during the summer, with a small profit showing, most of the losses coming early in the season before the realization came that there "might be gold in them thar hills." Such artists as Baby Cortez, Frank Virtue and the Virtues, the Quaker City Boys, Ersel Hickey and the Royal-Tones, Bill Haley and others of this ilk combined with a youthful local combo to provide the music. Most of last year's groups were provided by Jolly Joyce Agency.

This year the rock 'n' roll nights switched from Fridays to Saturdays, thereby losing most of the rough element, apparently thru the change in nights, and have progressed with good success. Some of the artists this year, most of them booked thru Dick Alen at GAC in New York City, have been top-notchers. Included among those having played are Bobby Rydell, Duane Eddy, Conway Twitty, Ronnie Hawkins, the Fire Flies, and Dicky Doo and the Don'ts. Most the artists came with units to accompany them. Budgets for these nights, with a couple of exceptions, are limited to $850, including local band and advertising. Two Canadian bookings, Bobby Curtola ("Hand in Hand") from Port Arthur, and the Dukes, Apex recording artists ("Lonesome Lady"), were money winners. Rydell drew well, but price of Rydell and accompanying band cut profits down to minimum.

One of McCormick's main gimmicks is a mailing list to whom a rock 'n' roll revue is sent out weekly. Series will continue until the fourth week of September when ice will be put in the building.

Jacksonville Awards $4,529,950 Building Pact

JACKSONVILLE, Fla.—The Auchter Company, Jacksonville, was awarded a contract to construct and partly equip a municipal auditorium, theater and exhibition hall for $4,529,950.

A spokesman said the city commission arrived at the price by deducting 15 items of equipment costing $258,550, from Auchter's base bid of $4,788,500. "This was done to keep the contract cost within the funds available for the project," he explained.

"All these 15 items can well be deferred at this time and replaced in the contract before the building is completed," said Commissioner Claude Smith.

"There are two budget years between now and completion of the building, and all items in the original plans can be included when the funds are available," he added.

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ARENA, AUDITORIUM & STADIUM GUIDE

The biggest, most up-to-date source-book of information, news, lists and topical data of prime importance to everyone in the arena and auditorium industry and allied interests.

- Exhaustive research is now being directed to compile the most complete and informative lists with many important changes, additions, personnel transfers, new people, etc.
- Plans for new buildings all over the country are currently being discussed . . . many of which will develop into definite "go-aheads" in the near future.
- An increasing number of big name Acts and Attractions have come to realize the economies of playing buildings during the coming fall and winter season.

Greater activity thruout the entire industry is quite evident, and we have already begun gathering data for presentation in our upcoming 1961 Edition. For example, here are just some of our lists now being planned and worked on:

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- ☆ INDUSTRIAL SHOWS AND EXHIBITIONS
- ☆ PRODUCERS, PROMOTERS, BOOKING OFFICES
- ☆ NAME ACTS AND ATTRACTIONS
- ☆ ITINERARIES OF ICE SHOWS, LEGIT SHOWS, CONCERTS AND OTHERS
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Kelly-Miller Back In U. S. From Canada

OROVILLE, Wash.—The Al G. Kelly and Miller Bros.' Circus was back in the United States here, July 31, after a three-week tour of Canada that had its good and not so good aspects.

During the final week north of the border the show had its share of truck troubles. As previously reported (The Billboard, August 1), the show lost a seat truck that was carrying the cats, resulting in the loss of a leopard and one lioness. The truck was demolished. Another accident occurred the next day when a new cab-over-engine tractor skidded on water leaking from a logging truck and was damaged. Earlier another truck was wrecked due to faulty brakes, the tractor being lost.

In retrospect, the show has been running slightly ahead of last year. After Washington it is routed into Oregon and Idaho and in the latter part of August will make its first entry into Utah. Art Miller, general agent, is headquartering in the latter State and working his agents from that point. Robert Bullock, press agent, went ahead about half way thru the Canadian tour to prepare the publicity. Glenn J. Jarmes, manager of the Side Show and assistant to D. R. Miller, is doing the press back with the show.

During the Canadian run the show upped its prices to $2.75 and $1.75, but has now dropped back to normal prices of $1.50 and 75 cents plus an extra 75 cents for reserved seats.

For the most part, the show wasn't bothered by heat this year, but on several occasions in Canada the air conditioners were put into action and several lots were near lakes where the swimming was enjoyed.

Mrs. Art Miller and their daughter will leave Utah late in August to return to Walnut Ridge, Ark., where the latter will enroll in school. Barbara Miller, daughter of D. R., will also leave then to return to school in Hugo, and Jon Jarmes, who has been handling the white ticket wagon since Sid Stevenson left, plans to return to Oklahoma University in Norman where he is majoring in music.

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J. S. RAMSEY, Garden Bros. Circus, Selkirk, Man., Canada.

EMMETT KELLY SAYS HE'S VERY MUCH ALIVE

MILWAUKEE — Emmett Kelly, world-famous clown, is alive—and very much so.

"This is the first I've heard of it," said Kelly when shown an article in The Eagle, national magazine of the Fraternal Order of Eagles which had reported that he died "last winter."

"America lost a great entertainer last winter," said The Eagle. "Until his untimely death, Emmett Kelly in his role as the forlorn Weary Willie entertained millions of people . . . for over 22 years."

"We just goofed," said Arthur S. Ehrman, editor of The Eagle here in Milwaukee. "Everybody completely goofed. It was a monumental goof.

"We'd had this story on Kelly around for some time and then somebody said 'I understand Kelly died.' So we called one of the local papers and the guy there said 'That's right. I think he died last winter.' Then we made the story a feature obituary."

Kelly considers the possibility that the demise of Felix Adler, "king of the clown," last February might have been taken for his.

Folly Beach Premieres in S. Carolina

FOLLY BEACH, S. C.—Official opening of Folly Beach Ocean Plaza was held July 27, with considerable newspaper space being bought in Charleston papers. The costly development has modernized one of the old resort sections with both new and renovated construction.

The remodeled Folly Pier juts out over the surf and presents dancing on Thursday, Friday and Saturday nights. The Dean Hudson orchestra was offered the first weekend. Admission was $1.50 per person.

Also presented are Thursday night fireworks, and Thursday-to-Saturday high acts. Dave Endy oversees the amusement rides operation and concession games. There are 15 rides, 12 games, bathhouse, refreshment buildings, parking, lighted concrete boardwalk (1,700 feet). Construction begins this fall on a 100-room beachside motel.

Directors of the project are J. Louis Lempesis, president; George S. Croffead, vice-president; Peter C. Gazes, secretary; Andrew P. Leventis, treasurer; James Clekis, second vice-president, and Sinclair Chavis and Peter P. Leventis. Architect of the plaza is Demetrios C. Liollio. Ross H. Bryan is consulting engieer.

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ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

CIRCUS TROUPING

MUCH visiting and chatting continues among the circus folk. Pink and June Madison were visited at Nantasket Beach by Les and Ninette Parker, Father Sullivan, K. Y. Seagraves and Felix. The Reverend baptized Veronica June Parker with June Madison serving as proxy for Florine Olson. The Madisons, Parkers and Father Sullivan also visited performers on the Mills organization. . . . Floyd Bernard, who recently passed a 75th milestone, marked the occasion by doing some stunts for a reporter from The Lakeland (Fla.) Ledger. Result, a photo of Floyd doing a hand-stand, pipe in his mouth, on the front page. The former performer now operates an apartment building there.

Janet Burger letters that Wonder Bros.' Circus, owned and operated by she and Frank Burger, will play the California State Fair, Sacramento, August 31-September 11. . . . A big group of fans have been busy visiting in the East. Included are James McKenna, Fred Calcutt, Anthony Olobri, Russett Curtiss, Ray LaPace and Angelo Zampornie. They've seen Hunt, Mills, Clyde Beatty-Cole and the Hamid-Morton shows. While vacationing in Sarasota, Mr. and Mrs. Roger Towne, of Buffalo, stopped by to chat with Merle Evans and Red Floyd.

Sterling Bros.' Circus chalked up a couple of full houses at Steamboat Springs, Colo. Lytle Pittman, Rapid City, S. D., rancher and fan, is on the show for a couple of weeks. Other Colorado spots have yielded good crowds for Sterling. Silt, played on a Sunday, was good and two fulls came out at Glenwood Springs. At the latter spot several of the personnel rode the ski lift. . . . Visitors to Beers-Barnes in the Detroit suburbs included Bob Ungewitter and family, Dick Montgomery and family, Clyde Wixom, Sewell Wright, George DaDeppo, John McConnell and Don and Martha Smith. The Smiths also visited Beatty in Pontiac, Mich., and Famous Cole in Frankenmuth, Mich., both of which reported business good in the State.

Ray Brison writes that he's still with Scott Bros. Circus touring Maine and New Hampshire. The show recently increased its seating capacity and has added a truck to the fleet. Ray and Mrs. Brison caught Hunt Bros. Circus at Peabody, Mass. . . . The Adamsons, perch act, enjoyed their July 31-August 13 stint at Pontchartrain Beach, New Orleans, where they vacationed as well as performed. . . . Free acts with the Paul A. Miller shopping center unit in Waterbury, Conn., July 30, included the George Hanneford Family, Great Arturos, Kayo Family, Wanda, Mario, Bumpsy, Kinko and Buddy, Rose Marie and Rossa, William Belle and the Del Rios. . . . Info from Europe is that Albert Schumann, senior director of the circus bearing his name, headed for Moscow in late July with stops in Czechoslovakia and Hungary. Accompanying him were Aksel and Julie Glaesner, booking agents, and all three will visit circuses and scout new acts for next season.

Francis Duggan, contortionist, who was featured in a March issue of Life, is back in the U. S. after a Cuban tour with Gran Circo Morales. Duggan was recently at the Columbus (Ind.) 4-H Fair. . . . Seacow reports that he has joined clown alley on the Clyde Beatty-Cole Bros. Circus. . . . Billy Orwell Rodgers was a recent dinner guest of the Roger Regors when the Cristiani show played Fort Dodge, Ia. Regor worked the night show as a guest.

Boston Circus for H-M; Hamid Visiting Europe

NEW YORK—A 12-day trip to Europe has been started by George Hamid Sr., in an effort to obtain attractions for the Hamid-Morton Circus, Steel Pier and GAC-Hamid Inc., talent agency.

Before leaving, Hamid reported signing the circus for a return to Boston after an absence of three years. Confirmation of the contract with Aleppo Temple was made by Judge Robert Gardiner Wilson Jr., Hamid said, the dates to be October 6-12 in Boston Arena.

The show to play Boston will be virtually identical with that which plays Maple Leaf Gardens in Toronto, September 26 to October 1. There will be some changes and additons and the Diving Horse act will be featured.

Hamid's European itinerary includes nine countries, 21 shows and nine auditoriums.

Owego, N. Y., Fair

● *Continued from page 43*

Winters. Chitwood's stunt show was curtailed somewhat by the rain but the full-house audience was appreciative.

There were paid shows, Estey noted. The band and aerial act performed free on other days. Fair admission was $1, up from 60 cents last year. Reithoffer Shows provided the midway.

Last year was the fair's 100th birthday and was heavily promoted. Despite having the problem of exceeding the prior year's efforts, there was success, Estey said. Local participation was better than ever before. The fair housed 300 cattle in the open class, all that was possible, and an increase of 400 in junior exhibits. Penn-York Colt Stakes racing was very well received.

Celoron Sets 2 Jamestown Sesqui Dances

JAMESTOWN, N. Y. — Dances at the Pier Ballroom of Celoron Park are scheduled in conjunction with this city's Sesquicentennial Celebration. The first of these will be held Friday (12) with music by the Newport Youth Band, the 19-piece jazz organization.

Harry A. Illions, owner-manager of Celoron, has set another dance for Thursday (18) to honor members of the Brothers of the Brush —men who have been growing beards for the occasion. A name band will be announced.

The first-listed event will be the Coronation Ball. On that night a queen reception will be staged at the Hotel Jamestown.

FAIR-EXHIBITION MANAGEMENT

Wis. State Eliminates 36-Year-Old Ballroom

MILWAUKEE—The ballroom at the Wisconsin State Fair, where most of the big name bands played during their heyday, is no more.

The 36-year-old building, which in recent years has housed dozens of commercial direct sale booths, has been leveled and the concrete slab will be covered with a tent to house the exhibits.

A group of Milwaukee businessmen headed by the then fair secretary, Oliver Remey, built the dance hall in 1924 naming it the Cardinal. During the depression business slumped and they sold it to the State. Charles S. Rose, who still operates the permanent midway here, leased the building, remodeled it and changed its name to the Moderoistic, and brought in the name bands.

A string of the name musicians, including Guy Lombardo, Fred Waring, Kay Kyser and Bob Crosby, played the spot which charged a mere 25 cents for the dancers.

World War II virtually ended the dancing, altho an unsuccessful attempt was made to revive the ballroom in 1951.

Last March heavy snow and wind collapsed about a fifth of the roof with damage estimated at $50,000, mostly to new autos stored inside. Bill Masterson, State fair manager, was convinced it would be too costly to rebuild especially in view of several pending proposals to relocate the fairgrounds.

The tent, which measures 80 by 230 feet, is being rented for $1,500. Floor space, which was $12.50 last year, will be $15 a front foot this year.

Charlotte Spots 900-Ft. Tent, Scholarships, Permanent Park

CHARLOTTE, N. C.—Plans for the new Mecklenburg Fair now include a permanent amusement park to operate on the grounds following this year's debut. Dates are October 24-29, with $15,000 in premiums offered. Location is three miles north of the city at the intersection of highways 29 and 85.

Considerable canvas will be used, R. C. McCarter, manager, notes. There will be a main exhibit tent 900 feet by 60 which is one of the largest ever used in connection with a fair. In addition there are a 60 by 250-foot cattle tent, 80 by 140-foot pony tent, and 40 by 80-foot poultry tent. Light poles have already gone up and the give-away model home is being erected this week. Chain link fencing around the grounds will be installed next week.

Live attractions in addition to World of Mirth Shows are being booked in by Richmond Cox, who is handling publicity and promotion. The fair's prizes include scholarships of $200 each to 4-H Club boy and girl, and Future Homemaker of America, $500 to outstanding science student from any junior high school in Charlotte or Mecklenburg County, and $1,000 scholarship to outstanding senior high school science student. Charlotte has not had a fair for two years.

With 27 merchandise prizes offered, a kids' fair-slogan contest involves 125 stores in the Rend and White and INS chains. A 25-mile area is covered, with prizes including a pony, electric organ, TV, camera and projector, electric guitar, transistor radio, record players, bicycles and watches.

Miniature British Columbia Will Be PNE Attraction

VANCOUVER, B. C.—A miniature British Columbia is being built at the Pacific National Exhibition.

It has mountains, forests, valleys, rivers, and will be the home of some of B. C.'s wildlife during the August 20-September 5 fair. Fawns and other small animals will be housed in special areas.

Fairgoers will be able to walk into a model mine, complete with ore cars rattling out and in, and watch a miner at work. A prospector will pan for "gold" nearby.

In another corner, a model of the West Coast pioneer ship Beaver will send smoke from its funnel.

Chief Mungo Martin, renowned totem pole carver from Victoria, will be on view as he carves a special totem.

All this will be in the theme center in the Exhibition Park, part of the PNE's salute to B. C. as the fair celebrates its 50th golden anniversary.

Spectators will get an excellent view of all the attractions from special ramps running thru the free exhibit.

Mpls. County Event Puts Plant Up for Sale

MINNEAPOLIS—The Hennepin County Fair played what apparently was its last stand at the fairgrounds in suburban Hopkins after 54 years there. The county commissioners have put the land, made "too valuable" by expanding population, on the market. And if someone buys it, the fair will have to find another home.

This year's fair ended July 30 with exhibits, livestock and farm produce on display as well as a carnival and concerts by high school bands.

Mike Zipoy, in his 18th year as secretary of the fair, said there were more exhibits than ever in the 13 fair buildings. He attributed this in part to the later-than-usual date. The fair, one of Minnesota's oldest, used to be held in the middle of July.

One factor which influenced the county commissioners to decide to sell the grounds, Zipoy pointed out, was that the county highway department, which used the buildings when the fair was not in session, has moved across the street into new modern quarters.

Edmund Scholl, Allentown Fair Exec, Passes

ALLENTOWN, Pa. — Edmund H. (Ed) Scholl, president of the Allentown Fair here from 1925 to 1949, died recently at the age of 87. He also headed up the firm of E. H. Scholl & Company here until his retirement in 1947.

In an editorial in The Allentown Morning Call much of the success of the present fair was credited to Scholl. It credited him with the introduction of night revues at the big annual and pointed out that profits the first year he took over were $3,300 while his last year at the helm saw them grow to $85,000.

Scholl was president of the State association of fairs in 1935 and 1936, and in 1939 was appointed to the advisory committee for Pennsylvania at the New York World's Fair of 1939. He was also a member of the Rajah Temple of the Shrine.

Survivors include a son, Ted; a daughter, Mrs. Willard Mahoney; four grandchildren, Gertrude, Edmund, Paul and Dean; two great grandchildren, several nieces and nephews.

Melfort, Sask., Attendance Up

MELFORT, Sask.—Paid attendance at the 55th annual fair of the Melfort Agricultural Society, a three-day show, was approximately 13,500, an increase of 1,100 over last year.

The grandstand was off slightly, pari-mutuels were up and the midway was reported ahead of 1959. Tom Drake Agency provided the grandstand show, and the Art B. Thomas Shows were on the midway.

Moose Jaw Fair's Gate $$ Fall Off

MOOSE JAW, Sask.—Gate receipts for the recent four-day Moose Jaw Exhibition and Stampede totaled $12,150, compared with $12,959 last year.

The grandstand figure was $4,938, compared with $5,951 in 1959, and the rodeo drew $5,143 as against $6,029.

Midway revenue was $7,924, up $885.

Siebrand Bros.' Circus and Carnival was on the midway, and Bob di Paolo's KBD Enterprises, Calgary, provided the grandstand show

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SAY YOU SAW IT IN THE BILLBOARD!

Memphis Fair, Wilson Close Four-Year Pact

MEMPHIS—Clif Wilson, long-time midway showman who has provided the independent attractions at the Mid-South Fair for a number of years, has been granted a new four-year contract, G. W. (Bill) Wynne, fair manager, announced last week.

Last year the shows and rides brought in by Wilson gave the fair a record take.

This year the attractions will include the Space Wheels owned by Al Kunz, of the Heth Shows; Garvin's Wild Mouse and two new rides, the Himalaya and King's new Frolic.

Also pending is the Calypso ride, which will be on the fun zone providing it arrives in the United States in time, Wilson said.

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SAY YOU SAW IT IN THE BILLBOARD!

THE FINAL CURTAIN

BEACH—Joseph W. (Bill), 59, active in outdoor show business some 20 years, at his home in McLoud, Okla., July 27. Survived by his parents and one sister.

SCHOLL—Edmund, 87, former president of the Allentown (Pa.) Fair, recently in that city. (Details elsewhere this issue.)

SCOTT—Clark, 59, official race photographer for the Western Canada Racing Association, July 22 in Edmonton, Alta. He had been a race photographer for 25 years and also published Mr. Thorougbred, an annual racing magazine. Survived by two brothers and a sister.

SMITH—William Z., 91, glassblower, August 2 in Los Angeles. A native of Germantown, O., he had lived on the West Coast for a number of years. Formerly associated with John T. Backman, in recent years he operated a glassblower concession in the Olvera Mexican Village. No known survivors. Funeral services Monday (8) at Armstrong Family Mortuary followed by burial in the Pacific Coast Showmen's Rest.

TALENT ON THE ROAD

Foley Set for Va. State Fair; Cowboy Talent at Shop Centers

Red Foley's "Jubilee U. S. A." is set for Richmond's Virginia State Fair from Monday thru Wednesday, September 26-28. Next three days feature Tex Ritter, Johnny Horton, Frank Morton and other country-western names. . . . At the Dutchess County Fair, Rhinebeck, N. Y., August 26-31, it's the Morrison Sisters, music-vocal; Don Cummings, emsee; Chuck Brown and Rita, comedy trapeze; Varju Brothers, harmonicas; Wiswell's Funny Ford; Doroan Brothers, song and dance, a dog and pony circus, and Boots McKenna's ice show. . . . Abe I. Feinberg has a "Frontier Days" shopping center unit playing Wast Paterson, N. J., August 8-10; Topton, Pa., 11-12; Baltimore, 15-19. Included are Tex Marshall's ponies, Sally Starr and Buckskin Billy of Philadelphia TV, Indians, and Klondike Karl (Texas Tommy) Alaskan Huskies. . . . Feinberg is booking Dorney Park, Allentown, Pa., with projected acts iocluding Buster Crabbe, Torelli's Circus, Harry Foster (Popeye) Welsh, and Roy Smeck's Hawaiian ensemble.

Irwin Kirby

Line-up for the Bloomsburg (Pa.) Fair grandstand show includes the 24-girl Canadettes dance line; the Gutis, jungle novelty; Ming and Ling, oriental comics; Paul Koehler, comic xylophonist, and Dolonoff and the Rae Sisters, dance novelty. Show is arranged by Ward Beam. . . . Teddy Randazzo is singing at the Aquarama in New York, with Bryan Hyland due in as next rotating feature. Vincent Lopez and his orchestra are permanent features. . . . Comedienne Pat Carroll stars in "My Sister Eileen" at North Jersey Playhouse, Paramus, N. J., starting Monday (8). . . . Corri and Elsa's comedy act is due at the Catawba Fair, Hickory, N. C., September 12-17.

Regina Ex Eyes

• *Continued from page 42*

the downtown area and finishing at the grounds.

Fair was officially opened by Premier T. C. Douglas of Saskatchewan and another grandstand ceremony saw the crowning of Saskatchewan's Wheat Queen. The first of six nightly aerobatic displays by the RCAF's Golden Hawks jet team was presented.

The GAC - Hamid grandstand presentation drew an enthusiastic revue in The Regina Leader-Post, which has been giving the fair as a whole heavy coverage.

Another new feature Tuesday evening was a parade of power, with machinery exhibits being paraded in front of the grandstand, and a tractor giveaway held.

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Arena Mgrs. Elect

• *Continued from page 42*

ville and Pittsburgh, and invitations were received from Evansville, Ind.; Fort Worth, Fresno, Portland, Toledo, San Jose and Galveston, with the latter voicing its intention to invite the group for 1964.

A series of constitutional amendments were approved by the IAAM membership. One changes the group's fiscal year to a calendar year basis. Another added to last year's changes in operation of the IAAM's new buildings consulting board.

The IAAM voted to furnish a hospital room at the Variety Club hospital in Minneapolis in memory of the late Mrs. Morris Chalfeo and children, who were killed in an air crash. Chalfen is president of "Holiday on Ice." The association also gave authority to Francis Deering to contract with a publisher for the production of the auditorium management book which an IAAM group has been preparing for some time.

$500 to Myers

Don Myers, Fort Wayne, was presented with an honorarium of $500 in recognition of the work he has done in operating the anoual IAAM trade show in connection with the cooventions of the past five years.

As reported last week, Roy Saunders, Utica, N. Y., was named Mr. Auditorium for the year.

"Holiday on Ice" was host to the IAAM and its guests at a cocktail party, dinner and show, all at the Court of Two Sisters, New Orleans restaurant. Al Grant, business manager, was here to represent "Holiday."

Pepsi-Cola was hosted at a cocktail party on opening day of the convention (26). On Thursday (28) the group took an afternoon party and cruise on the S. S. President as guests of Coca-Cola, Hazel Hayes and Harry Martin. B & L Caterers of New Orleans hosted the group Friday evening (29).

Host members were Ray Scheuering, manager of the New Orleans Municipal Auditorium, and Tom Preston, manager of the Loyola Fieldhouse.

Fred McCallum, retiring president, remains in office until January 1, under terms of the newly passed fiscal year amendment. Allen will take office at that time.

This convention was the largest ever held by the IAAM from an attendance standpoint. In addition the trade show included more exhibitors than in the past.

ROLLER RUMBLINGS

By AL SCHNEIDER

A POLICY of distinctive but varied promotional activities plus high standards of physical maintenance at the Riverside Arena, Livonia, Mich., has meant a steady growth of business for this suburban Detroit rink. Business in 1960 is running about 10 per cent ahead of last year, and Owner-Manager L. E. (Ona) LaMay confidently predicts this year will be the best in the rink's history. Riverside, started hack in 1940 as a portable operation, was enlarged in 1946 to a size well ahead of its then rural location, and has kept abreast of the vast increase in the surrounding population since. Upgrading is being done currently in the expenditure of some $4,000 for a new front facing the highway. This is of cast stone and aluminum panels, finished in maroon and gray. LaMay found that architects had difficulties in designing something to meet his requirements for rink operation, and the ultimate design was made by one of his own regular skaters, Ward Davis, who formerly skated in competition. The materials were chosen to reduce maintenance costs to the minimum. The installation is to be completed soon and will add to the highway promotional appeal of the rink.

Some special eveot is usually planned for each evening except Saturday during the winter season. Monday is private party night, with the rink usually chartered to groups, except during the summer when the spot is closed on Mondays. Many of the special events are on a flexible basis, given as one-shots, which may be repeated when there is demand for them or they seem appropriate for variety.

The Treasure Chest promotion, however, is a fixture at Riverside, on a year-round basis, and proves continuously popular. Somewhat similar in operation to the former television show of that name, it is based on stacking 25 treasure chests on the stage, all visible to the skaters. During the evening about five winners are usually selected. This appeal is to a young adult group, including many young married couples, since these are the customers who usually come out on Sunday evening, rather than children.

LaMay emsees the show from the stage and draws a ticket for a given number, indicating a position marked on the arena floor. The music is played on a stop-and-go basis, and the skaters try to be stopped on a number. The ticket is given to a floor guard, and the skaters who is found to occupy the selected number is declared the winner. He or she is then given the opportunity to select anv one of the chests and receives a prize.

Wrist watches are used and sometimes it's the huge stuffed animals that prove popular. About three chests have booby prizes, which are good for a laugh—such items as an undrinkahle glass of beer. One chest contains a cash jackpot, which is started at $25, with $5 added each week until it is won. Recently it reached $115.

Events like this help to offer diversity in entertainment for the skaters and make Riverside a place where the youngsters and older skaters alike prefer to come to enjoy their favored sport.

LaMay, who has operated the rink for two decades, is takiog an associate into the business and plans to take operations a little easier personally hereafter. The new associate is Garry Bates, his son-in-law, who married LaMar's daughter, Onalee, in May. Both are experienced skaters. Bates has been on the rink staff for three years now, learoing all phases of the operation. The new Mrs. Bates is the efficient sales staff for the skating accessories shop.

Ga. Assn. Sets 1961 Meeting; Seeks Aid $$

MACON, Ga. — The effort to obtain State financial aid for fairs is being carried on by the Georgia Association of Agricultural Fairs. Gene Pruett, secretary, has a meeting scheduled for this purpose with State officials.

The board of directors met recently with the following officers and directors present: Bill Benton, president; Mrs. Nicholson, vice-president; Bob Armstrong, Otis Weaver, J. C. Moore, Earl Lindsey, Doug Strohehn, and Pruett. Felix Jenkins arrived in Macon and was taken ill before the meeting.

Membership was reported at 33 regular and 27 associate. The State meeting was set for January 9 at the Dinkler-Plaza Hotel, Atlanta. It was decided to work with the Agricultural Extension Department in Athens on a special session on booth design, and to ask one of the paper companies of Savannah to set up a model booth for instructive purposes. Plan is to hold the session next May in Albany, Ga.

Since the previous meeting the association has been joined by Polk County Fair, Cedertown; Coastal Plains Fair, Tifton; Coosa Valley Fair, Rome; Henry County Fair, McDonough; Lamar County Fair, Barnesville, and Southlaod Amusements, Tampa.

Rain Staggers

• *Continued from page 42*

cause of weather, but the turnout was excellent. Conway Twitty was the night grandstand star, and Manager T. B. Holloway was enthused over a sellout house. More than 11,000 patrons paid their way onto the grounds after 5 p.m. that day.

Sellouts were the result Monday and Thursday, the second one for Les Paul and Mary Ford. The Paul-Ford duo on Friday had to show in the rain under canvas on the racetrack, as did Alice Lon on Wednesday, but attendance still topped 2,500.

Based on advance sales and attendance on clear weather days, Holloway said, this was the best chance in several years for a new record. Popular singers drew heavily, he said, and the special kids' attraction Clay ("Black Saddle") Culhane, was also well received.

CARNIVAL ROUTES

A-1 Ams.: *Keith Carpenter; (Fair) Marshall, Ill.; Cissna Park 15-20.
Alamo Expo.: *Mrs. H. T. Reynolds; (Fair) York, Neb.; Sidney, Ia., 16-20.
All American: Glasgow, Va.; Piney River 15-20.
American Beauty: *Hrs. H. W. Bartholomew; Oskaloosa, Ia., 9-13.
Amusements of America: *Samuel Generallo; (Fair) Hagerstown, Md.; (Fair) Cumberland 15-20.
Baker's United: *Helen Hively; Delphi, Ind., 10-13; (Fair) Wabash 15-20.
Bee's Old Reliable: *Raymond C. Huls; Jeffersonville, Ind.; (Fair) Brodhead, Ky., 15-20.
Belle City: (Fair) Merrill, Wis., 8-11; (Fair) Rhinelander 12-14; Iron River, Mich., 15-17; Ironwood 18-21.
Bernard & Barry: *B. Mallins; (Fair) Victoriaville, Que.
Big State: *Jos. Sima; (Fair) De Leon, Tex.; (Fair) Beeville 15-20.
Blue Grass: *J. T. Richards; (Fair) Cassopolis, Mich.; (Fair) La Porte, Ind., 15-20.
Blue Valley: *H. L. Conwell; Lineus, Mo., 11-13.
Brodbeck-Schrader: Rapid City, S. D.
Brown, Al: *J. Brown; (Fair) Hibbing, Minn., 10-14; (Fair) Aitkin 15-17; (Fair) St. Cloud 19-21.
Buck, O. C.: *R. Edmonds; (Fair) Gouverneur, N. Y.; (Fair) Elmira 14-20.
Burkhart, Carl: *G. W. Cain; (Fair) Fairfield, Ia.; Osceola 15-20.
Byers Bros., No. 1: *James L. Reed; (Fair) Jefferson, Ia., 8-11; (Fair) Alta 12-15; (Fair) Dubuque 17-21.
Byers Bros., No. 2: *James L. Reed; (Fair) Humboldt, Ia., 8-11; (Fair) Rockwell City 12-14; (Fair) Dubuque 17-21.
C. & H. Ams.: *Bob Dale; (Fair) Keosauqua, Ia., 8-12.
Capell Bros.: (Alexander Shopping Center) Hobbs, N. M., 10-14; (Safeway Shopping Center) Alamogordo 17-21.
Capital City: *C. C. Miller; (Fair) Alexandria, Tenn.; (Fair) Barbourville, Ky., 15-20.
Carl, A. J., No. 2: *Mrs. A. J. Carl; Alma, Mich., 8-11; Barryton 12-13.
Carpenter Bros.: *Jim Stevenson; (Fair) Fort Wayne, Ind., 9-11.
Carroll's Greater: *Betty Carroll; (Fair) Long Prairie, Minn., 9-11; (Fair) Little Falls 12-14; (Fair) Litchfield 15-18; (Fair) Montevideo 19-21.
Central States: *J. D. Steinbeck; Burwell, Neb., 9-13; (Fair) Hastings 15-19; (Fair) Abilene, Kan., 20-26.
Cetlin & Wilson: *Tony Lewis; (Fair) Iona, Mich.
Chanos, Jimmie: (Fair) Hartford City, Ind.
Cherokee Am. Co.: *J. W. Mahaffey; Fort Scott, Kan.; Osawatomie 15-20.
Coleman Bros.: *John Pesecki; Norwich, N. Y.
Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) La Crosse, Wis., 9-14; (Fair) Owatonna, Minn., 16-21.
Conklin: *Geo. Sellmer; Peterboro, Ont., 9-13; Bellville 15-18.
Crafts Expo.: *Tracy Kuropatwa; Fairfield, Calif., 10-14; (Fair) Woodland 18-21.
Crafts 20 Big: Ontario, Calif., 10-14; (Fair) Hemet 17-21.
Cumberland Valley: *Mrs. Lavoy Winton; Gallatin, Tenn.

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D. & D. Am. Co.: (Fair) Iowa City, Ia.; Wyoming 17-21.
Davidson United, No. 1: *L. Kane; (Fair) Emmetsburg, Ia., 8-10; Wall Lake 12-13; (Fair) Estherville 15-17; (Fair) Missouri Valley 18-21.
Davidson United, No. 2: Magnolia, Ia., 17-18.
Davis Am. Co.: *Martha Davis; Grants Pass, Ore., 10-13; Newport 17-20.
Deggeller Am. Co.: (Fair) Shelbyville, Ind., 8-12.
DeLuxe: Bridgeport, Conn.; Norwalk 15-20.
De Luxe Rides: Alpena, Mich.; Montague 16-20.
Dickson United: Lagrange, Ind.
Dobson's United: (Fair) Glenwood City, Wis., 8-10; (Fair) Arlington, Minn., 11-14; (Fair) Worthington 15-17; (Fair) Morris 19-21.
Down River Am. Co.: *Mrs. H. Hilo; Taylor, Mich., 12-14; Almont 19-21.
Drago, No. 1: *John M. Kiely; (Fair) Rochester, Ind.; (Fair) Rensselaer 15-20.
Drago, No. 2: *Mary Lloyd; (Fair) Jeffersonville, Ind.; (Fair) Mooreland 15-20.
Drew, James H.: *Jimmy Drew; (Fair) Portland, Ind., 8-12; (Fair) Terre Haute 14-20.
Dudley, D. S.: (Fair) Colby, Kan.; (Fair) Russell 15-20.
Eastern Am. Co.: *John Looney; Bath, Me.; South Portland 15-24.
Eddie's Expo.: *Red Shick; Parker, Pa.; (Fair) Dayton 16-20.
Emshoff: Spring Green, Wis., 19-21.
Evans United: (Fair) Columbia, Mo., 9-13; (Fair) Wakeeney, Kan., 16-19.
Fair Time: (Fair) Merced, Calif., 9-14; (Fair) Madera 18-21.
Farrow Am. Co.: *Clarence Walter; Baraboo, Wis., 9-14.
Fiesta: Oberlin, Kan., 8-10; St. Francis 11-13; Minneapolis, Kan., 15-17; Stafford 18-20.
Fitzsimmons: *C. J. Qualls; Chappel, Neb., 12-13; Ogallala 14-17; Sidney 18-21.
Foley & Burk Comb.: *J. P. Harvey; Hayward, Calif., 8-14.
Frankie's Rides: (Fair) Deep Creek, Md.; (Fair) Washington, Pa., 15-20.
Franklin, Don: *Jay Barton; Austin, Minn., 8-14; New Ulm 18-21.
Fred's Playland: *F. Roberts; Marion, Va.; (Fair) Ridge Valley 15-20.
G. & B.: *Beulah Broas; (Fair) Rivesville, W. Va.; (Fair) Clay 15-20.
Gala Expo.: *Carolyn Miller; (Fair) Houston, Mo.; (Fair) Rolla 15-20.
Garden State: *Hip Roberts; Archbald, Pa.; High Bridge, N. J., 15-20.
Gentsch: *Fay Curtis; Philadelphia, Miss., 8-12.
Georgia Am. Co.: *Horace Williams; Robbinsville, N. C.; (Fair) Hiawassee, Ga., 15-20.
Geren, W. R., No. 1: *Elmer Benefield; Lawrence, Ind.; (Fair) Martinsville 15-20.
Gereo, W. R., No. 2: *Elmer Benefield; (Willgro Shopping Center) Greenwood, Ind.
Gladstone Expo.: *Betty Jnlley; (Fair) Fond du Lac, Wis., 8-14; (Fair) Bloomington 17-21.

(Continued on page 58)

Circus Routes

Atterbury: Des Moines, Ia., 8-13; Minneapolis, Minn., 15-21.
Beers-Barnes: Martinsville, Ind., 8; Paoli 9; Loogootee 10; Petersburg 11; Princeton 12.
Clyde Beatty-Cole Bros.: *Buster Odle; Battle Creek, Mich., 8; Kalamazoo 9; Grand Rapids 10; Muskegon 11; Benton Harbor 12; South Bend, Ind., 13; Rochester 14; Lafayette 15; Kokomo 16; Marion 17; Muncie 18; Shelbyville 19; Middletown 20; Louisville, Ky., 21-22.
Clyde Bros.: (Stadium) Fort Atkinson, Wis., 9; (Stadium) Rockford, Ill., 10-12; (Stadium) Fort Dodge, Ia., 16-18; (Veterans' Aud.) Des Moines 20-21.
Cole: *H. Walters; Hudson, Ind., 10.
Cristiani Bros.: Canton, O., 8-12; Detroit, Mich., 13-21.
Duke of Paducah: Camden, Tenn., 8.
Hagen Bros.: Mercer, Pa., 8; Harmony 9; Arnold 10; Greensburg 11; Monroeville 12; Midland 13.
Hunt Bros.: *J. Conley; Thompsonville, Conn., 8; Suffield 9; Cheshire 10; Woodbury 11; Danbury 12; Mamaroneck, N. Y., 13.
James-Christy: *W. K. DeLock; Lisbon, N. D., 8; La Moure 9; Edgeley 10; Wisbek 11; Napoleon 12.
Kelly-Miller: *J. Smith; Yakima, Wash., 8; Toppenish 9; Sunnyside 10; Pasco 11; Hermiston, Ore., 12; Walla Walla, Wash., 13; Milton-Freewater, Ore., 14; Pendleton 15; La Grande 16; Baker 17; Ontario 18; (Fair) Emmett, Idaho, 19; Nampa 20; Mountain Home 21.
King Bros.: *Eva Hinckley; Calgary, Alta., 8; Brooks 9; Lethbridge 10; Shelby, Mont., 11; Choteau 12; Helena 13; Deer Lodge 14; Anaconda 15; Butte 16; Bozeman 17; Livingston 18; Red Lodge 19; Lovell, Wyo., 20; Grey Bull 21; Thermopolis 22.
Kramien's, Stan, One-Ring: Albany, Ore., 12-13; Corvallis 19-20; Roseburg 21; Portland 22-28.
Mills Bros.: Raritan, N. J., 8; Clinton 9; Scotch Plains 10; Wanamassa 11; Belmar 12; Trenton 13; Pennsville 15; Runnemede 16; Stone Harbor 17; Williamstown 18; Jamison, Pa., 19; North Wales 20; Dunmore 22.
Packs, Tom: (Ball Park) Natchez, Miss., 8; (Stadium) Lafayette, La., 10; (Stadium) Baton Rouge 12-13; (Stadium) Gulfport, Miss., 15.
Polack Bros.: (Fairgrounds) Klamath Falls, Ore., 9-10; (Fairgrounds) Burley, Idaho, 13; (Halliwell Park) Pocatello 15-16; (Fairgrounds) Chehalis, Wash., 19-20.
Ringling Bros. and Barnum & Bailey: (Coliseum) Denver, Colo., 11-14; (Fairgrounds) Salt Lake City, Utah, 16-17; (Cow Palace) San Francisco, Calif., 19-21.
Scott Bros.: Saco, Me., 10; Walpole, Mass., 13.
Strong, John A.: (Fair) Merced, Calif., 9-10; (Hillsdale Shop Center) San Mateo 11-20.
Wooder Bros.: Los Altos, Calif., 9-14; (Fair) Woodland 18-21.

Miscellaneous

Libo & Labo Attrs.: Mondovi, Wis., 10-14; Depere 16-21.
Lone Star Supply: Plainview, Tex., 8-13; Canyon 15-20.
Majestic Showboat (Indiana U.): Evansville, Ind., 8-12; Newburgh 13; Owensboro, Ky., 14-15; Rockport, Ind., 16; Lewisport, Ky., 17; Troy, Ind., 18; Tell City 19; Cannelton 20; Cloverport, Ky., 21.
O'Day, Marie, Palace Car: Puxico, Mo., 9-13; Elsberry 16-20.
Schaffner Players: Monroe City, Mo., 8-14; Vandalia 15-21.
Sun Players: Adel, Ia., 8-9; Dexter 10-14; Guthrie Center 15-19; Fontanella 20-24.

Arena Routes

Lavelli, Tony: Tulsa, Okla., 12.

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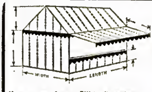

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CARNIVAL CONFAB

OVER 150 of the folks on the Steele Amusement Company turned out for a chicken barbecue at Portage, Wis., to celebrate the 19th wedding anniversary of Mr. and Mrs. Elbert Taiclet. The event was held in the cookhouse with Albert Steele Sr. doing the emsee chores and Joe Cole presiding at the grill. Kid's day was a big winner at the fair, the first one that wasn't rained out this year. In all a total of 11 rides were in operation at Portage . . . It's a boy for Mr. and Mrs. Jim Barry, born July 24 in Bloomington, Ill. The father was formerly with Wilson Famous Shows. . . . Newlyweds John and Angel Meak, concessionaires on Continental Shows, were recently honored with a party attended by all the personnel. Event was held in a local hotel banquet hall and a buffet was served by candlelight.

Betty Wilson, retired owner-operator of Wilson's Greater Shows, who now makes her home in Phoenix, recently visited Dora Carlson in San Pablo, Calif., where they cut up many jackpots. . . . Assisting Hank Shelby in putting up his concessions at the Wisconsin State Fair are Whitey Miller, Windy Lewis and Sam Manganaro. Mr. and Mrs. Archie Gayer, their daughter, Diane, and son, Archie Jr., are also on the scene there and are keeping comfortable in an air-conditioned house trailer. . . . Frank Goodale, Ferris Wheel foreman, reports his wife, Catheryn, is seriously ill in Mobile (Ala.) General Hospital and needs mail. Frank is standing by at P. O. Box 225, Theodore, Ala.

Eastern Amusement Company Notes: Sandra Berkeley joined as feature in the Girl Show. While at Mars Hill, Me., a group drove to Woodstock, N. B., for a shopping trip. Included were Jeanette Poirier, Charles and Alice Fletcher and John Looney. . . . At Boothbay Harbor, a group rented a boat and went after denizens of the deep. . . . At Milo, birthday parties were held for John Looney, novelty concessionaire, and Stanley Sargent, of the Chairplane ride crew. All the personnel are enjoying the resort country . . The hot weather has helped Robin and Taffy Rose sell soft drinks. . . . Recent visitors included Phil Cook, Lenz Insurance firm; Mr. and Mrs. E. W. Somers, former circus troupers; Victor and John Lagasse, Victor Amusement Service.

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Pearls from Royal American: Fran Augustine celebrated a birthday with a party in the bingo tent hosted by Mr. and Mrs. Guy Markley. . . . Most members of the Royal American Shrine Club were guests of the Saskatoon Club at a breakfast in the Del Restaurant. President O. J. (Whitey) Weiss spoke and nine of the local Shriners became members of the club, with Matt Herman doing the honors. . . . Dan Hannian, lemonade shake-up and footlongs, made a quickie trip from Saskatoon to Phoenix and back. . . . Mrs. Emmett Holiday back as cashier at the Wheels after an illness. . . . Thelma Erickson being treated for an infected tooth. . . . Mrs. Lucky Laredo is helping out as cashier at Bill Mulgrew's Star Flyer. . . . Frank Morris continues to work the popcorn stand despite an injured finger, and Clyde Stemm is doing the same at the floss stand, altho he had a foot infection. . . . Harry (Irish) Gaughn writes that he's still operating his Tampa cafe. He and many others attended funeral rites for Vernon Korhn there in Tampa.

More Pearls: Bill and Bobbie Hasson's multi-flavored custard operation draws many of the curious. . . . C. J. Sedlmayr III, back from a visit to Barrow, Alaska, where he saw snow for the first time and enjoyed tossing snowballs. . . . John Mansat broke a denture while eating barbecued ribs. . . . Mary Delaney suffered a wrenched back and skinned legs when she stepped in a gopher hole. . . . Mrs. Johnny Jackson still on the sick list. . . Mrs. Ida Jacobson up and about again. . . . All the folks read with interest the feature story on Dick Best in the September issue of Cavalier Magazine. . . . When anyone asks Mel Smith how he's doing, he takes them to his office wagon and shows the gross figures painted in large letters on the inside of the door.

Carmelita Horan reports summer activities operated by the Ladies' Auxiliary of the Showmen's League, are rolling along in fine style. Agnes Smith, membership chairman, has many applications for presentation in the fall. And co-operation on the Cancer Fund drive is going along well. Extra books can be obtained from Evelyn Hock, 1337 Fargo, Chicago. Rose Page writes from California that she'll be a grandmother for the fourth time. Mae Taylor is in Illinois Masonic Hospital, Chicago. Dorothy Kennedy is back in Chicago after vacationing in California. Frieda Rosen reports good progress on the friendship apron being made by Carmelita Horan.

Tales from the Thomas Shows—Art and Carrie Thomas left the show for a few days to look after their units in Iowa and South Dakota. . . . Deanna Thomas, oldest daughter of Marvis and Bernard Thomas, is hospitalized at University Hospital, Saskatoon, Sask., for a couple of weeks. . . . George and Opel Gallo visited the show before their departure to bill the American fair dates. . . . George Ross and S. L. Small, of the Prince Albert Exhibition, visited the midway at Yorkton. . . . The largest boa constrictor in Bill Morton's show died at Melfort. . . . A sudden 90-mile-an-hour wind struck on the first night at Vermilion and damage was confined to two show tops. Munroe Bros.' Side Show went down, badly torn, but a spare top was up and in use the next morning. Slight damage was done to the huge panel front used by Grand Ole Opry and it, too, was repaired by the following day.

Ernie and Lillian Lawrence, novelty ops, visited the Lake County Fair, Grays Lake, Ill., and renewed acquaintances with a number of concessionaires, including Jack Hawthorne, who had the cat rack; Dave and Belle Williams, pitch-till-you-win and bumpers, and Cecil Myers. . . . Louis J. Berger, general agent for Olson Shows,

(Continued on page 58)

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FLASHBACKS: 15 Years Ago—Prell's Broadway Shows narrowly escaped being flooded at Newark, N. J., when several rivers went over their banks in that area. The show had been clobbered by a twister at Perth Amboy, N. J., two weeks earlier. . . . M. F. Kaufman, Louisville, purchased the J. R. Edwards Shows of Wooster, O., and put the rides down on a permanent basis in the Kentucky Capital city. . . . Jack Korie opened two new attractions on Great Sutton Shows, Hollywood Follies and A Night in Casablanca. . . . Ted Woodward joined International Shows as general agent. . . . Visitors to the clubrooms of the Showmen's League included Herb Pickard, Morris Lipsky, Ralph Lockett, Carl J. Sedlmayr, Jess Jordan, Edward E. Wall, Fitzie Brown, Sam Ansher, William O. Perrott, Al Wagner, Harry Ross, Bob Parker, Johnny Green, Oliver Barnes, Max Brantman and Fred Donnelly.

Endy Earnings Called OK at Folly Beach

FOLLY BEACH, S. C.—A late opening hindered the earnings of units at this remodeled shore resort, but business since the offical debut Thursday (28) has been exceptional, Dave Endy reports.

Endy has 10 rides on the boardwalk and the James E. Strates organization has an additional five. Endy was up and repainted for the opening. He had three rides running since early June and they ground out satisfactory business prior to the official start.

There will be a route of fair dates for the Endy unit after the beach season, but dates have not been announced. Weather here has been hot and dry, which has helped bring the crowds out. Top money winner has been the Skooter, followed by the Paratrooper.

Wolfe Midway Returns to Winning Track

SUFFOLK, Va.—Wolfe Amusements has climbed back on the winning trail after suffering early-season setbacks. A novel advertising approach worked wonders for the show in Williamston, N. C., which was a real red one. Plymouth, N. C., and Belhaven, which was played over July 4, also panned out well.

Hopes are high for two big ones ahead. Salisbury, Md., and the Sasley (Va.) Fair, Ben Wolfe states.

Two nicely framed and slimlined Girl Shows under Sammy Lewis joined in Williamston. Also with it are the Bell family with three concessions and Mrs. Bell back on the front gate ticket box. Tony Bell is in the Army, stationed in Fort Jackson.

Thomas Moves Okay Despite Weather

VERMILLION, Alta. — The Art B. Thomas Shows is carrying the largest listing of personnel in the 31 years the show has been on the road. Bernard P. Thomas, owner-manager, currently taking his show over the 12-fair Canadian B Circuit, disclosed that over 400 people were listed on the manifest at the border and additional people have joined since.

Despite heat and high winds, all equipment has been moving smoothly and invariably everything is set for the traditional Kid's Day openings. The 340-mile jump from Melfort to Lloydminster, Sask., was made thru dust storms but all rides and attractions were ready at the latter spot.

The Kiddieland, with its new 70-foot marquee and 10 double benches for parents, is getting favorable comment and the band organ, mounted on a semi, is attracting attention.

Staff, in addition to Thomas, lists Art B. Thomas as the founder; Marvis Thomas, office manager; William Cowan, concession manager; Ray Cammack, ride superintendent; Eddie Drowden, fleet superintendent; Bill Morton, publicity; George Gallo, billposter; Jim Owens, lot super; Marvin Curtis, chief electrician; Florence Thomas, tickets; Vern Thomas, Kiddieland manager; Robert Camp, builder; Wauneta Wildeboer, mail agent; Ed Shingler, front gate; James Clark, sanitation; Jim Sullican, watchman; Ted Salveson, Arcade; Jack Bruley, light towers.

Rides and foremen include: Dodgem, Clarence Allen; Roller Coaster, Jay Ramsdall; Scrambler, Benny Wildeboer; Ferris Wheels (2), George Johns; Merry-Go-Round, Charlie Boldenow; ponies, Earl Cammack; Rock-o-Plane, Jim Sewell; Tilt - a - Whirl, Dalton Harper; Paratrooper, John Jansen; Round-Up, H. Kummrow; Roll-o-Plane, Cole Fluet; Helicopter, Henry Van Roekel.

Shows: Grand Ole Opry, Harvey Charles; Side Show, Munroe brothers; Wildlife, George Fredcove; French Casino, Roland Porter and George Hamilton; Giggle Alley, George Barry; jungle animals, Dick Bertel.

Concessions: Ken Brust, bingo; Ed Slavin, cookhouse; George Lane, 9; William Cowan, 8; Lester Kroger, 6; Ed Martin, 2; Johns Family, fortune telling booths; Pauline Morton and Carrie Thomas, No. 1 confections; Jim Owens, No. 2 confections; Clyde Warbritton, novelties and hats; Johnnie John, short range; Ozzie Mostoway, photos; Tony Bodnar, French fries, corn on the cob, custard; Orville Estenson, footlongs (2); and Dick Millard, 3.

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NOW BOOKING CONCESSIONS FOR

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CORUNNA, MICH.
SHIAWASSEE COUNTY FAIR
Can place Hanky Panks, Taffy, Custard and Age and Weight.

AUGUST 22-27
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KALAMAZOO COUNTY FAIR
Can place Hanky Panks and Direct Sales of all kinds.

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Can place Hanky Panks of all kinds.

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HARRISBURG, PA.
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Can place Hanky Panks and all Direct Sales. No Eats or Drinks.

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Can place Hanky Panks and some Direct Sales. No Corn, apples, Floss or Snow.

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Can place Hanky Panks and Direct Sales of all kinds.

SEPTEMBER 7-10
CHELSEA, MICH.
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Can place Hanky Panks and Direct Sales. No Eats, Drinks or Snow.

SEPTEMBER 11-18
WASHINGTON C. H., OHIO
FAYETTE COUNTY
SESQUI-CENTENNIAL
Can place Hanky Panks and Direct Sales of all kinds.

SEPTEMBER 12-17
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SHOWS: Can use Shows of all kinds for this big event. Want Girl Show Operator with Girls. No setup or teardown required, show is complete and ready to go. Will book independent Girl Show with low P.C. All answers:

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Regina Crowds Push RAS Ahead of 1959

REGINA, Sask.—Nearing the end of another successful jaunt around the Western Canadian Class A Fairs circuit, Royal American Shows was well on the right side of the ledger by Wednesday (3) at the Provincial Exhibition bete.

With iocreased business oo each of the first three days, the organization was ahead nearly 24 per cent.

Top shows were Leon Claxton's Harlem in Havana, Leon Miller's Club Lido, Dick Best's Side Sbow and the Blazing Six-Guns Western, in that order.

The Wild Mouse continued to get the big play for the third year in a row and two new rides, the Paratrooper and Flying Coaster, were close behind.

Outside of a brief, heavy shower Tuesday afternoon, the weather has been good. It was almost too warm Monday. Tuesday's rain bad little effect on business and things were humming in the evening. Wednesday was real good, with the grounds attendance the highest for any one day in the exhibition's history.

Under the direction of Ray Milton, assistant trainmaster, a speedy run was made from Saskatooo and setting up was able to be dooe without hurry.

A newly planted row of trees near the midway area posed a problem when it came to locating the shows and Carl J. Sedlmayr worked under a blazing sun for eight hours Saturday (30) staking out the lot.

A fast job was done by Foreman Cliff Brewer and his crew in settiog up the Mouse. The average now is four bours for teardown aod seveo hours to set it up.

Tuesday the Royal American Shrine Club attended its annual breakfast in Wa-Wa Shrine Temple and 19 new members were initiated. Thursday tbe club assisted local Shriners in entertaining 75 crippled youngsters on the midway. Novelties and toys were provided by independent concessionaires and the midway concession department under the direction of Willie Lush, Earl Maddox and club president O. J. (Whitey) Weiss.

Visitors Thursday included Frank B. Joerling, of the Billboard office in St. Louis, and Bill Carsky, Chicago, past - president of the Showmeo's League of America.

C. J. Sedlmayr III rejoined after a week in Alaska witb Mrs. Carl Sedlmayr Sr. and is now working with Earl Maddox'a six-cats.

Marks Clicks in Charlottesville

LEXINGTON, Va. — Marks Shows pulled in here following a red one at Charlottesville, Va. The show, spruced up for fairs, has enjoyed a couple of good weeks lately after struggling during the early season.

Washington turned out okay, better than the 1959 gross. Charlottesville, whicb followed, pulled two nights of rain during which attendance was just fair. The Saturday (30) wind-up, however, was played to one of the bugest crowds ever gathered there, John Marks aaid.

The Rock 'n ' Roll show, managed by Snow Mason, took top money on the back eod for both weeks. Among the rides, the Skooter and Round-Up were tops. The bingo had a solid week's work in Charlottesville. Jack Galluppo's cookhouse was sold out of food and drink at 10 p.m. Saturday. He had enjoyed a 10-day turnaway in Washington.

Mr. Josepb joined with his new Scrambler aod Round-Up. Marks' new Paratrooper has been received from the factory in Salem, Ore. Lil and Bill Lovejoy bave a new top and ring for their pony ride.

The Rock 'n' Roll crew assembled by Snow Mason is a talented one, observers report. He has Rags Gallaway as stage manager; Diane and the Harlem Heatwaves, chorus girls; Howard Boone and His Solid Senders; Killibrew and bis harmonica, blues vocal; Rags, comedian; Tommy Williams, tap dance; Diane, exotic; El Chico, fire dance; Bulldog Wiggins, boss canvassman.

Postelwaite Topping '59 Ride, Show Grosses

DAVIDSON, Mich.—Aided by good breaks in the early part of the season, th- DeLuxe Ride Company has enjoyed business just about equal to last year, according to Manager William E. (Bill) Postelwaite.

In the early weeks, when most shows in the area were being raioed out, DeLuxe usually managed to have one or two good days to rescue eacb engagemeot. Total business thus was fair up to July 4—and big since.

The show moved out of winter quarters at Manton, Mich., the last week of April and followed policy of being "first in" where possible.

The show jumped across the State to play a week in each of two different locations at Muskegon for a supermarket, doing fairly well. They moved back to the Detroit area at Lincoln Park under Jaycee auspices for two weeks, including Decoration Day—with poor business as a result of much rain. Pnstelwait moved across State again to play two weeks at Grand Rapids for a grocery chain.

Jumping to Eastern Michigan at Waterford, the show played the Community Activities Fair, with direct-booked concessinns located indoors, for the biggest business on record at this annual. The unit then headed west again to Manistee, playing the Forest Festival for seven days closing July 4 to big business. The next week at Ludington was almost as good. Postelwaite, who had figured on an easy week and a chance to enjoy bis sport of fishing, didn't have time to go near Lake Michigan, which was within sight of the lot.

Business was nnly fair the following week at Sebewaing, and the show theo moved into Davison for

(Continued on page 55)

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Flying Act, Clyde Beatty-Cole Bros. Circus, for your two new Yellowstone Mobile Home purchases.
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JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
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MORRIS HANNUM SHOWS

Firemen's Centennial Celebration. Lykens, Pa., Aug. 15-20. 3 stage shows nightly, free gate, big advance sale, followed by Huntingdon County Fair, Huntingdon, Pa., Aug. 22-27. Want

SHOWS: Side Show, Midgets, Fat People, Monkey, Wildlife and Funhouse. Can place 2 Girl Shows for Huntingdon, McConnellsburg and Port Royal Fairs. These are 3 exceptional Girl Show spots.

CONCESSIONS: Prize-Every-Time Games of all kinds, Popcorn, Floss, Snow Ice, Apples, Custard, Hats, Photos, Jewelry, Long and Short Range, Bushel Baskets, Ball Games, Glass, Lamp, Bird and Block Pitches, Age & Scales, French Fries, all Eats and Drinks.

HELP: First and Second Men for 15 Rides. Prefer licensed semi drivers, Show now playing Dallastown, Pa., Fair.

All replies MORRIS HANNUM, Yorktown Hotel, York, Pa.

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CALEDONIA, N. Y., Aug. 9-13 WATERTOWN, N. Y., Aug. 22-27
LOWVILLE, N. Y., Aug. 15-20 Rhinebeck, N. Y., Aug. 26-31
SCHAGHTICOKE, N. Y., Sept. 1-6
HONESDALE, PA., BLOOMSBURG, PA. & MINEOLA, L. I., to follow.

CONCESSIONS: Can Place Slum Stores. HELP: Ride Help on all rides, Top Salaries. Agents wanted for Alibis & Slum Stores. Joe Didaria wants Countermen & Relief Caller for 5-in-1.

All contact: VAN HELMAN, Concession Mgr.
REITHOFFER SHOWS, Caledonia, N. Y. (Wire or Phone.)

WANT FOR MONTAGUE, MICH., HOME COMING
AUGUST 16 THRU 20

Followed by Evart Free Fair, Aug. 22-27, followed by the biggest Labor Day in Michigan, 7 big days and nights, Aug. 30 thru Sept. 5, Labor Day at Mendon, Mich.

Wont Concessions of all kinds that work for stock. Will sell "X" on Big Cookhouse. Bill Christie, contoct. Wont Scales, Jewelry, Root Beer, Snow Cones, French Fries, Photos, Gloss Pitch and I Got It. Want Grind Shows or 10-in-1. Con use Ride Help on oll rides.

All replies to DE LUXE RIDE CO., Alpena, Mich., this week.

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The Cleanest Show on Earth

14 RIDES • SHOWS • GIANT SEARCHLIGHTS, ETC.

WANT FOR ALL FAIRS: Wayne County Fair, Belleville, Mich., Aug. 16-21, suburb of Detroit; Fulton County Fair, Wauseon, Ohio, Sept. 3-8; then all Southern Fairs into November, with West Point, Miss., Sept. 12-17; then Central Mississippi Fair, Kosciusko, Sept. 19-24, and continuous route of all fairs—NANKY PANKS, SNO-KONES, PRONTO PUPS, GALLERIES, BINGO, POTTERY, ETC. No Flats or Alibis.

HELP: Will place reliable and sober Help only. Must drive. Top wages, bonus; work all winter. Want Wheel Foreman, Merry-Go-Round Foreman, etc.; Second Men who drive. Bobby Snooh, come on. Also Howard Rayburn. Want Scenic Show Painter. Must letter, etc. Come on, will place you.

All replies: 1300 Champlain St., Toledo, Ohio, this week; then as per route. No phone calls.

J. J. FREDERICK MOTOR STATE SHOWS

UNITED EXPOSITION SHOWS

Arkansas, Louisiana and Mississippi Fairs. Have last week in Sept. and Oct. open. Wire or call. Molly Decker wants Agents for Skillo, Count and Peek Stores, Alibi Agents, P. C. Dealer, Hanky Pank Workers, Girls for Girl Show. Will place complete Girl Show with or without equipment. ("Crisp" Bohn, Jolly Lee, any workers for Kirk, contact.) Michael Louis Cena, contact Sloan. Address: Richmond, Ky., Fair this week.

MURPHY'S NORTHERN STATE SHOWS

Can use for 5 North Eastern Nebraska Fairs and the largest Labor Day Celebrations in the country at Hawarden, Iowa, annual Labor Day and 100th Anniversary Combined, Sept. 3-5.

WANT one major Ride, Scrambler, Rock-O-Plane or Paratrooper; also Hanky Panks not conflicting, Novelties, Scale, Age, Hats, High Striker, Basket Ball, Pitches or what have you and Sit-Down Grab. Want Shows: Mechanical, Fun House, 10-in-1, Animal or Snake. Good spots for Motordrome. Wire or phone

Ekalaka, Mont., Aug. 5-6-7; Hettinger, North Dakota, 8-9-10; Faith, South Dakota, 12-13-14; then Nebraska. JOHN MURPHY, Owner.

CUMBERLAND VALLEY SHOWS

"NOTHING OLD BUT THE NAME"

FAIRS HAVE STARTED. CAN PLACE RIDES, SHOWS AND CONCESSIONS
FOR THE LEADING BONA FIDE COUNTY FAIRS THROUGHOUT TENNESSEE, GEORGIA AND ALABAMA.

Gallatin, Tenn. . . . Aug. 8-13 Crossville, Tenn. Aug. 29-Sept. 3 Manchester, Tenn., Sept. 19-24
Tracy City, Tenn. . Aug. 15-20 Spencer, Tenn. Aug. 29-Sept. 3 Dalton, Ga. . . Sept. 26-Oct. 1
Livingston, Tenn. . Aug. 15-20 Sparta, Tenn. . . . Sept. 5-10 Summerville, Ga. . . Oct. 3-8
Cookeville, Tenn. . Aug. 22-27 McMinnville, Tenn., Sept. 12-17 Fort Payne, Ala. . . Oct. 10-15

Will book flashy Dark Ride, Paratrooper ar Roller Coaster.
SHOWS: Any good, clean family-type show. Especially want Mechanical City.
CONCESSIONS: Can place Hanky Panks and straight sales af all kinds, except Flass, Snaw, Papcarn, Binga and Cookhouse. Will sell "X" an Lang Range Shooting Gallery. Have gaod opening far Penny Arcade.
Can place First and Second Ride Men in all departments.
Harry E. Darbin, contact Harald. Gabe Sterling, let me hear fram yau.

All replies to LAVOY WINTON, c/o Fairgrounds, Gallatin, Tennessee.

GOLD MEDAL SHOWS

Want for Western North Carolina Fair, Hendersonville, N. C., Aug. 15-20, followed by 14 more big fairs including Marianna, Fla., Fair, and Panama City, Fla., Fairs.

Want Operatar wha can furnish Actars and take camplete charge af beautiful Side Shaw made by Ray Cramer. Gaad propasitian. Also want Girl Shaw with ar without awn equipment. Must be capable. Na more still dates, all fairs until Armistice Week. Will book any goad Grind Shaw ar Bally Shaw catering to the family trade. Want good operatar for Penny Arcade.
CONCESSIONS: Will book Lang Range ar Short Range Gallery, French Fries, Waffles, Ice Cream Dip, Custard, Name-an-Hats, Navelties, Jewelry, Pitch-Till-Yau-Win, Cark Gallery, Water Games and any ather legitimate cancessions. Will book large Cookhause for season. Want Legal Adjuster with cancessians far aur Na. 2 Shaw. Must be capable as we have a good raute af fairs caming up.

Can place Billposter at once. Join now. Contact
JOHNNY DENTON
Abington, Va., this week; Hendersonville, N. C., Fair next week.

P. S.: Have for sale a set of 10 Diggers mounted on Calumet Trailar. Very cheap or can use experienced man to operate same.

GEORGE CLYDE SMITH SHOWS

WANT FOR THE FOLLOWING FAIRS:

Culpeper, Va., Fair, week Aug. 29; Warren Co. Fair, Front Royal, Va., week Sept. 5; Five Co. Fair, Farmville, Va., week Sept. 12; Madison, N. C., Fair, week Sept. 19; Enfield, N. C., Fair, week Sept. 26; Chowan Co. Fair, Edenton, N. C., week Oct. 3; Atlantic District Fair, Ahoskie, N. C., week Oct. 10; Littletan, N. C., Fair, week Oct. 17; Greensville Co. Fair, Emporia, Va., week Oct. 24.

Want Cookhouse, Ball Games, Fish and Duck Ponds, Pitch-Till-You-Win, Six Cats, Buckets, Swinger, Custard, Slum Spindle, Cork Gallery, High Striker and Balloon Darts. Want Ferris Wheel Foreman, General Ride Help, Truck and Tractor Drivers. Will book two Kiddie Rides, Side Show, Girl Show, Minstrel Show and Monkey Show. Want Agents for office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS
Cumberland, Md., this week; Windber, Pa., next week.

MOREY LEVITT

Reorganizing for fairs with Gold Medal Shows #1

For 14 weeks of bona fide fairs, opening August 15 in Hendersonville, N. C.

Went Agents for Rezzla, Pin Store, Skillo end Wheels. Will give head to capabla man and crew for Skillo. Went Inside and outside Halp for Cet Reck, Gunners for Buckets end Pictura Fremes end Agents for Henky Penks. Doc Chase, coma on or contect. Heevy Oekes, contect. All contact
MOREY LEVITT, Skyland Hotel, Hendersonville, N. C.

SHORTER'S GREATER SHOWS

Avoca, Iowa, August 8-14, biggest Fair in Southwest Iowa.
CONCESSIONS: Want Spindla, Photos, Scales, Balloon Darts, Long and Short Range, Ball Games, Bear Pitches, Fishpond and Buckets.
SHOWS: Will place Girl Show, Snake or what have you?
HELP: Want Rida Men. Truck drivers preferred. Wes Spence needs Agents. Geo. Grable, call me.
SHELDON SHORTER, Mgr., Avoca, Iowa, Fair this week; Bassett, Nebr., 15-20.
Come in now, no time to write. Everybody placed.

FOR SALE

One 1950 Ideal Streamlined Allan Herschell Carousel, 36' dia., 3-abreast jumping aluminum horses, two chariots. One 1949 #5 ELI BRIDGE Ferris Wheel, steel seats. One 1955 Mangels Kiddie Whip, all in A-1 mechanical condition. Can be seen in operation in BALTIMORE week of August 12 to 20. PRICED FOR QUICK CASH SALE, $15,000.00.

FRANK J. KARLE & CO.
845-47 N. Gay St. Baltimore 5, Md.

McSPADDEN SHOWS

Ride Men wanted: Foreman for brand-new Allan Herschell Merry-Go-Round, $60.00 per week and percentage; Foreman for Eli #5, $75.00 per week and percentage; also Foreman for Tilt, $75.00 per week and percentage, and Second Man. Come on, can place you. No money advanced, no collect calls or wires. You can draw on arrival. Eastover Shopping Center, Forest Heights, Md., Aug. 8-13; Langley Park, Md., Aug. 15-27. Address all mail and wires to
DICK and MYRTLE McSPADDEN
4933 Indiana Head Road
Forest Heights, Md.

BILL STACY

WANTS BINGO HELP
CALLER AND COUNTERMEN

FOR SALE: 18x36 ft. Bingo. Can be seen at Rochester, Minn. Wire
BILL STACY
Fairgrounds, Rochester, Minn.
Would like to know whereabouts of Frank Oldfield.

Washington Co. Firemen's Convention

AUGUST 15-20

Want Duck Pond, Fish Pond, Pitch-Till-You-Win, Cork Gallery, Long Range, High Striker, Guess Age and Weight, Cotton Candy, Snow Cone, Jewelry, Novelties, Photo and all kinds of Concessions that work for stock.
Wire Claysville, Pa., this week, or call Claysville School, Pa.
L. G. HANNAH, Hannah Amusements.

Lynn's Midway Shows

Want Want Want
CONCESSIONS AND SHOWS

Want A-1 Tilt Foreman with chauffeur's license for a new 1960 Tilt and Second Men on all Rides.
Address as per route.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Wants Freaks and Novelty Acts. State salary and particulars in first letter.

WANTED
RELIABLE CARNIVAL

To fill September date in 83rd Annual Old Soldiers and Settlers' Reunion, Cassville, Mo. Previous date postponed due to unauthorized contract by booking agent. Big tourist and farming region.
Contact AMERICAN LEGION POST
Cassville, Missouri

WANTED

First Man on Ferris Wheel, Second Men on Tilt and Octopus. Must be sober and must drive semi. RUSSELLS AMUSEMENTS, Addison, Ill., Aug. 4 thru 14. 906 N. 24th Ave., Melrose Park, Ill. Phone: Fillmore 4-0718.

CALL

SYCAMORE, OHIO, 7-5552
for
BABY DUCKLINGS
BARE'S HATCHERY

SIDE SHOW ACTS WANTED

Fire Eater who can lecture, Sword Swallower, Pin Cushion, Freak to feature; Lola Cochran, contact. Heading for fairs. Don't write—wire or come on.

EARL MEYER
c/o John Marks Shows
Covington, Va., Fair, this week;
Roanoke, Va., Fair, next week.

HARRINGTON FAIR GETS 6 SHOW BIDS

HARRINGTON, Del. — Fair meeting time is six months early this year for the Kent and Sussex Fair, which ended its engagement Saturday (30). The crush of bids for the midway contract compelled the carnival committee to chart a series of presentations, and two shows, Penn Premier and Marks, will be received this week, probably Friday (12). Prell's Broadway Shows was met with during fair week. Also offering propositions have been James E. Strates, Cetlin & Wilson, and Amusements of America. For the last eight years, however, the stampede has wound up in favor of Prell.

Kidland Does Big Biz for Sullivan

MONTREAL EAST, Que. — One of the largest traveling Kiddielands in North America is the claim being made by the World's Finest Shows and its owner, J. P. (Jimmy) Sullivan.

Detailing the size of the Kiddieland, which features its own individual entrance, Sullivan's organization lists the following rides: Autos, Whip, Boats, Super Jet, Merry - Go - Round, Tanks, Jet Bomber, Tubs of Fun, Turnpike, Hand Cars, Helicopter, and live ponies.

The equipment requires 10 wagons to load it, and uses a crew of 30 to operate and sell tickets.

A new ticket system has been successful in stimulating multiple ride patronage. Kid day tickets are sold at six for 50 cents, while the regular tickets are 15 cents or four for 50 cents.

Business on rides, shows, and concessions is up about 30 per cent from last year, according to P. A. (Pat) Marco, concession manager. Top rides were the Skooter, Rambler, Tilt-a-Whirl, Octopus, Rock-o-Plane, Ferris Wheel, Merry-Go-Round, Roll-o-Plane, Round-Up, Tunnel of Love, Moon Rocket and Fly-o-Plane.

Charlie Taylor's Broadway Express Revue was top moneymaker among the shows, with Roy Cooper's Girls on Parade a close second, followed by the Snake Show, Freak Animals, Monkey Drome, Wild Life and Torture Show. The Arcade, operated by G. Sellmer, who is also agent for The Billboard, has added five new machines.

World's Finest is carrying 48 concessions, with 80 per cent of them operated directly by the show.

Thomas, Reed Join To Play Tenn. Fair

CARTHAGE, Tenn.—Thomas Expo Shows and Reed's Amusements will join forces to play the Pitman County Colored Fair at Cookeville, Tenn., the week of August 8, H. A. Thomas announced.

Thomas organization is also set to play the Gallatin, Tenn., Negro fair the week of August 22. Show has five rides, four shows and 10 concessions. It played its first fair of the year here the week of July 25.

Page Leases Show for '61; Frames Circus

OWENSBORO, Ky.—W. E. (Shotgun) Page, announced here last week that he has leased his carnival to Ralph Decker for the 1961 season and he and Bobby Miller will bring out a circus in May of next year.

Page will travel with the circus but will also supervise a unit that will carry four rides and play picnics and small fairs.

The show moved here after an okay stand at the Shelbyville, Ky., fair where 14 rides, 10 shows and 40 concessions were in operation.

Postlewaite

● Continued from page 53

the annual homecoming for four days, closing Saturday (30).

From Davison, DeLuxe moves to Flushing for a homecoming, and then a series of spots in North Central Michigan, closing Labor Day at Manton and going into "cold storage" there.

The operation is stressing the Kiddieland feature this season, with seven major and eight kiddie rides. They also carry a Funhouse and two direct sales concessions only. New this year are a Merry-Go-Round, two Ferris Wheels and a Frolic.

All rides are leased by Postelwaite from Walton O. King, and the show features an array of rides built by the King Amusement Company.

Postelwaite is set to celebrate his 50th anniversary in show business next year, as this is his 49th season. The new assistant manager this season is Glenn Sullivan, veteran producer of a variety of different types of shows and orchestra leader.

Key personnel also includes Jack Vander Weg, ride superintendent; Howard Ward, mechanic; Marion (Highpockets) Calton, electrician; Ron Clock, Spinneroo foreman; Gordon Eble, Merry-Go-Round foreman; Sparky Zelenak, Frolic foreman; Ray Sisson, Kiddieland foreman; Lita Vander Weg, chief ticket seller.

Concessionaires are Betty Postelwaite, popcorn; Albert Langlois, agent, and Bernice Sisson, candy floss.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

"Truly the Nation's Largest Motorized Midway"

Featuring Zacchini, the Human Satellite, Shot From Atomic Cannon Over Two Ferris Wheels Nightly

Want for the Great La Porte County Fair, La Porte, Ind., week of Aug. 15, followed by Frankfort, Ind., Fair, commencing Sunday, Aug. 21, and a continuous route of bona fide fairs until November.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Basketball, Short Range, Photos, Bushel Basket, Custard, Ice-Cream-on-Stick, Jewelry, Bird, Lamp and Spot Pitches of all kinds. Also want French Fries, Age & Scale and Alibi Stores if you have Hanky Panks to go with them, Confection and Catering Concessions, etc.

RIDES: Will book for La Porte only, Round-Up, Flying Coaster or any new non-conflicting Thrill or Novel Rides.

SHOWS: Motordrome, Snake, Monkey, Fat People, Single-O, Freak, Side Show or any good Grind or Bally Shows for La Porte. Liberal P. C.

HELP: Capable Couple to operate new 2-Headed Baby Show, Electrician's Helper, Dealer for P. C., Agents for 6-Cat. Want Foremen, First and Second Men for 20 office-owned rides.

All replies to

C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS,
Cass County Fair, Cassopolis, Mich., all this week.

AGENTS

For Beer Hoopla, who have worked this concession before. Especially want one Girl, also Man who worked in booth last winter in Sarasota. All State Fairs from now on. (Hal Campbell, contact.) Call or wire:

JIMMY ANNIN
Missouri Hotel, Springfield, Mo.

$50.00 CASH REWARD

for location of

JOHNNY CAPE

about 25 years old, tall, thin; wife Maria Rita from San Antonio—concessionaire—once with Badger State—could be along Virginia Beach. For reward, call collect.

GEORGE TURNER
Phone: Victor 2-9888
Oklahoma City, Okla.

TED WOODWARD

Can place Agents and Help for the following: Percentages of all kinds, Pea Pool, Color Ball, Over-and-Under, Penny Pitches, etc. Place two capable Bucket Agents. Also need Men or Married Couple to work and handle Concessions. Year-round connection, long season closing in Florida, all fairs. Contact TED WOODWARD, c/o Johnny's United Shows, Brownstown, Ind., now; Bowling Green, Ky., next week.

107th

OGLE COUNTY FAIR

OREGON, ILLINOIS, SEPT. 3-4-5, 1960.
3 DAYS AND NIGHTS.

Wanted: Legitimate Stock Concessions and Pitches, Short Range, Basketball, Roman Target, Bushel Basket, Age and Scales, Spindle, Cork Gallery, Coke Ring; Bird, Beer, Block Pitches: other Hanky Panks not conflicting. This fair is all independent midway. Rides booked separately. Contact

HORACE CHASM, Supt. of Concessions
804 Madison St. Oregon, Ill.

GRIFFITHS SHOWS

Can place Concessions. No flats or gypsies for Southwest, Pa., Firemen's Celebration, Aug. 16-20. West Virginia fairs to follow.

Troy, Pa., this week.

WANTED

PIN STORE AGENT

CHAS. TRAVERS
Marks Shows
Covington, Va., this week.

Monarch EXPOSITION SHOWS

Now booking for the big Warren, Ill., Fair-Centennial next week followed by the big Street Celebration at Rock Falls, Ill. Then South for four good fairs, including the Northeast Arkansas District Fair at Blytheville.

CONCESSIONS: Can place Hanky Panks of all kinds, Novelties, Pitches, Long Range and Jewelry. CAN PLACE COOKHOUSE AFTER ROCK FALLS. (No Flats or Alibis.)

RIDES: Will book Paratrooper, Round-Up, Roll-o-Plane or any ride not conflicting.

FOR SALE: Beautiful Dark Ride on 2 34-ft. Semis. Terms to responsible parties.

Want Foreman for Tilt. Also Second Men on Tilt, Octopus, Wheel and Kid Rides. Red Miller wants Agents for Hanky Panks.

M. E. REID, Manager or GEORGE GLOYD, Asst. Mgr.
Milledgeville, Ill. (Fair), this week (Phone in Office, CAnal 5-2901);
Warren, Ill. (Fair), next week.

JOHN GALLAGAN IMPERIAL SHOWS

LAST CALL ***LAST CALL***

Get your winter Bankroll here. Northern Iowa Fair, Mason City, Ia., Aug. 15-21.

Want non-conflicting rides and family-type shows. RIDE HELP WANTED: First Men on Tilt and Octopus. Other good men without care, come on.

Contact JOHN GALLAGAN, Burlington, Iowa, this week.

GREEN TREE SHOWS

Want for the following Fairs:

Estill County Fair, Irvine, Ky., Aug. 15-20
Wise County Fair, Wise, Va., Aug. 22-27
Lee County Fair, Pennington Gap, Va., Aug. 29-Sept. 3
Tennessee-Carolina Fair, Newport, Tenn., Sept. 5-10

CONCESSIONS: Bingo, Long Range, High-Striker, Balloon Dart, String Game, Jewelry, all kinds of Ball Games. All legitimate Concessions and Hanky Panks that work for stock. No flats or gypsies.

SHOWS: Dick Palmer wants Canvasman and Ticket Sellers, also Impersonator for Half and Half Attraction. Top pay and P.C. for Girl for Single-O Girl Show. Pete Meade, contact.

All replies to JOHN M. HULS, Campbellsville, Ky. No phone calls, please.

AGENTS

Hanky Pank Agents for Burlington and Mason City, Ia., and bona fide Fairs in Illinois.
Also Agents for #5 Unit, Shelbyville, Connersville and Corydon, Ind., and South.

HARRY ROSS
c/o Imperial Shows, Burlington, Ia., this week.

FOR SALE

Well-flashed Pitch-Till-You-Win, 12 ft.; one-ball Ball Game, 12 ft.; one-ton GMC Panel Truck; 8 ft. Nickel Roll. Can be had reasonably. Cash only. Can be seen in operation, Columbia City, Ind., August 9-13.

Nellie Murphy Sokohle

AGENTS

FOR COUNT STORE

Now and thru Steel Days at American Fork, Utah, September 5. Also experienced Glass Worker.

GLADYS BELSHAW
c/o Leeright Shows, Heber, Utah.

FOR SALE

2-HEAD BULL WITH 4 HORNS

2 years old, alive, healthy and gentle. Complete Show with sound, transportation and living quarters, ready to go.
FIRST $2,800.00 TAKES ALL

Will deliver in States and set it up reasonably. Contact: "LITTLE HARVEY," Phone: Juniper 2-3854, 6329 49th St., San Diego, Calif.

AGENTS WANTED

Two for Count Store, one for Balloon Dart, one for Ball Game, one for Pan Game. Dick Parris, Girl Show, and Doniker Slim Swan, Nail Joint, have you forgot me.

N. E. DAVIS
c/o S & W Shows, Kirksville, Mo.

PETER PAUL AMUSEMENTS

Afton, Iowa, Fair, this week.

Concessions: Jewelry, Novelties, Hi-Striker, any Prize Every Time and Stock Concessions, Popcorn, Carmel Corn. Bill McNew contact. Ride Help: First and Second Men for Wheel. Man to take charge of three factory Kiddie Rides. Shows—any family type. Contact MANAGER, Afton, Iowa, Fairgrounds.

FOR SALE—4 KIDDIE RIDES—25 BOOTHS

All rides in perfect condition. Can be seen in operation. Train, Chairplane, Airplane and Kiddie Car Ride, complete with fences, switches, cables. 25 Concession Booths with canvas, light stringers, wheels, etc. Retiring from business. $5,000.00 cash takes it all.

DOC M. IRVING
4313 Roosevelt Blvd. Phone: CUmberland 8-3321 Philadelphia (24), Pa.

★★★★★★★ JOE BOSTON WANTS ★★★★★★★

FOR WORLD OF MIRTH SHOWS

BOSS CANVASMAN, SALARY $100.00 A WEEK.
CANVASMEN FOR THE BIG REVUE,
OPENING AUG. 8-13, PRESQUE ISLE, ME.
ORGANIST WHO CAN CUT IT. $150.00 A WEEK.
SAX PLAYERS, $100.00 A WEEK.
(BABY DUMPLING, GET IN TOUCH WITH ME.)
ALSO WANT DANCING GIRLS

All replies: JOE BOSTON, World of Mirth Shows, Presque Isle, Me.

MARKS SHOWS

Mile Long Pleasure Trail

Now booking for out circuit of Southern Fairs until Nov. 1

Week Aug. 15—Roanoke, Va.
Week AUG. 22—Gaithersburg, Md.
Week Aug. 29—Staunton, Va.
Week Sept. 5—Monroe, N. C.
Week Sept. 12—Hickory, N. C.
Week Sept. 19—Salisbury, N. C.
Week Sept. 26—Fayetteville, N. C.
Week Oct. 3—Orangeburg, S. C.
Week Oct. 10—Albemarle, N. C.
Week Oct. 17—Union, S. C.
Week Oct. 24—Laurens, S. C.

Can place legitimate Concessions of all kinds. Opening far Lang and Short Range Galleries, Glass and Bear Pitches.
Any family-type Shaw with or without equipment.
Have opening for Dark Ride and Mad Mouse. Can always place dependable Ride Help. We pay tap salaries. Address all replies
JOHN H. MARKS, Cavington, Virginia, Fair this week, then as per route.

PALMETTO SHOWS

ANNOUNCING ITS FAIR ROUTE STARTING AT ASHEBORO, N. C., WEEK OF AUG. 29; TAYLORSVILLE, N. C., WEEK OF SEPT 5; HAMLET, N. C., WEEK OF SEPT. 12; DURHAM, N. C., WHITE FAIR, WEEK OF SEPT. 19; DURHAM, N. C., COLORED FAIR, WEEK OF SEPT. 26; LAURINBURG, N. C., WEEK OF OCT. 3; SHELBY, N. C., WEEK OF OCT. 10; ANDERSON, S. C., WEEK OF OCT. 17; BENNETTSVILLE, S. C., WEEK OF OCT. 24; LORIS, S. C., WEEK OF OCT. 31; MARION, S. C., WEEK OF NOV. 7; GEORGETOWN, S. C., WEEK OF NOV. 14, FOLLOWED BY SIX WEEKS IN SAVANNAH, GA.

Can place family-type shaws, Hanky Panks and Alibis far the abave dates. All replies ta MILTON McNEACE, Palmetta Shows, this week, Wilsan N. C.; Lillingtan, N. C., Aug. 15-20.

P. S.: Al Herman, contact me immediately.

GILLETTE SHOWS

Want for HERKIMER COUNTY FAIR, Frankfort, N. Y., Aug. 16-20
WASHINGTON COUNTY FAIR, Greenwich, N. Y., Aug. 23-27
SPENCER FAIR, Spencer, Mass., Sept. 2-5

WANT ALL LEGITIMATE CONCESSIONS AND SHOWS.

No grift, no gypsies, no flats

Call or wire JULES GILLETTE, Fairgrounds, Ravena, N. Y. (this week)

JACK WRIGHT

Jimmy le net here any longer. Merchent seys come on in end bring help. Also, Chicego Whitey Peterson wenta Agents for 38-ft. Long-Range Bucket Store. (Jesse Sprouse, contect c/o O. C. Buck Showe, Gouverneur, N. Y.). Need five Gunners end eight Alihi Agents. Contact er come on in.

MARCHANT'S CONCESSIONS
c/o O. C. Buck Shows, Gouverneur, N. Y.

NOTICE

We kave important mail to forward la lha following "Friend" and Customers: Send us your address (so we can forward), Jarvis Berry, Larry Becker, Curtis Bigeers, J. M. Chambers, Rose Cutter, Ray "Bobby" Cooper, Jim Fordyce, Wm. "Bill" Gann, Curley Fourdyce, A. J. "Al" Herman, Mrs. C. B. "Slim" Moore, Luther "Luke" Moore, Herman Miller, Frank "Windy" Miller, Lornie Morgao, Harvey Raines, Ben Smith, Bob Steele, Dave Sewell, Joe Solton, Dick Thornton, Red Thompson, Al Young (with Dumoot Shows in '52).

ST. LOUIS ART NOVELTY CO.
1528 Manchester Ave. St. Louis 10, Mo.

HARRY BURKE SHOWS

Want for fall Fairs beginning with Morgan City, La., Centennial and Shrimp Festival Combined, starting August 27—10 days on the streets—and bona fide route of best Fairs in Southwest Louisiana to follow.

WANTED: Concessions of all kinds. Open midway. Will book major end kid Rides for Tengipehoa Perish Fair, Amite, La., for Sept. 27-Oct. 3. Following people please contact immediately: Boh Shehen, Curly Walters, Paul Dell, Blackie Le Rue, Claude (Jack) Hemblin, Clerence Hegensick. Write to 421 St. Charles St., Lafayette, La., or telephone thru Police Dept., Delcamhre, La.

FRANK FERGUSON

JAMES H. DREW WORLD FAIR SHOWS

Great Wabash Valley Fair, Terre Haute, Ind., Aug. 14 to 20, incl.; Washington County Fair, Johnson City, Tenn., Aug. 22 to 27, Incl., with a long and complete circuit of top notch Southern fairs to follow.

WANTED: Warth-while family-type Grind and Bally Shows, Monkey, Animal, etc.
WANTED: Experienced Ride Help and Working Men in all departments.
WANTED: Merchandise and Outright Sale Concessions of all types. Good opening far Arcade, Custard and Phato. Nate! Can place large Cookhouse at Terre Haute. All address this week, Fairgrounds, Portland, Ind. Nate! Phone in shaw office at Fairgroands.

M. D. SHOWS

WANT! *WANT!*

Concessions, Girl Shows, Side Show, shows of all kinds for Cobleskill (N. Y.) Fair, Aug. 23-28, including Sunday.

A few spaces open yet for Concessions at Jamestown, N. Y., Sesquicentennial, on the mein downtown street, Aug. 15-20. Can use Ride Help with driver's license—no cars. Contect er phone

MIKE DEMBROSKY or SYDNEY DANIELS
Fairgrounds, Brenchville, N. J.

Sunset AMUSEMENT COMPANY

HAMILTON COUNTY EXPOSITION, WEBSTER CITY, IOWA, AUG. 16-21; FAYETTE COUNTY FAIR, WEST UNION, IOWA, AUG. 22-26.

CONCESSIONS: Can place Cookhouse, Foot Longs, Prontos, Ice Cream, Custard, Pitches, Photos, Ball Games, Six-Cats, Buckets and Frames, with Hanky each. All kinds of Hanky Panks. SHOWS: Motordrome, Glass House, other Shows. RIDE HELP. Must hava chauffeur's licenses, sober (no cars). Addrass:

Rochaster, Minn., this week; Webster City, Iowa, next.

DIXIE AMUSEMENTS

WANTS FOR 11 FAIRS AND CELEBRATIONS

RIDE HELP: Can place Help on all Rides, especially Wheel Foremen; also Help on Merry-Go-Round, Mix-Up, Coaster and Kid Rides.

CONCESSIONS: Cake Tip-Over, Hoop-La, Photos, High Striker, Popcorn and Candy Applee, any other Hanky Panks nat conflicting.

SMITH CENTER, KANS., FAIR, AUG. 8-10; ONAGA, KANS., FAIR, AUG. 12-13; SILVAN GROVE, KANS., FAIR, AUG. 17-20; SHELDON, MO., OLD SETTLERS' PICNIC, AUG. 24-27.

CONTACT CLIFFORD DAVIS, MGR., AS PER ROUTE ABOVE.

SOUTHERN STATES SHOWS

Want Ride Operators with driver's licenses. We have plenty of rides. Can use one or two good, clean Shows. Want Stock Concessions of most anything we carry and will open at Perry, Fla., September 12. GEORGE PENCE, formerly of Goodings Units, will be General Manager. All answers to

GEORGE PENCE or JOHN B. DAVIS, SOUTHERN STATES SHOWS
#3026 75th St., South, Tampa, Florida

DYER'S GREATER SHOWS

Opening Sanatobia, Miss., Centennial, Aug 29 thru Sept. 3. Bands, contest, acts, county-wide participation, midway on wide paved street.

Want Concessions, stock stores only. RIDES: Scrambler, Rock-O-Plane, Roll-O-Plane, Fly-O-Plane. What have you? Kiddie Rides? SHOWS: Any family-type Show framed for streets. FOR SALE: Hodgee Hand Cars, 8, appr. 350 ft. track, Chev tractor, Van trailer, $1,000.00 takes both. Jones 24-seat Mix-Up, $800.00. Contact

WM. DYER, Box 341, Bald Knob, Ark. Phone: PArkview 6-3340.

P.S.: Sell 1957 Schiff Hi-Road Coaster, Ford Truck, all in top shape; "Dixie Arc Lights," inspect Fond du Lac, Wis. Delivery there after fair.

See McATEE, GLADSTONE SHOWS.

D. S. DUDLEY SHOWS

NEED FOR TWENTY WEEKS' WORK

CONCESSIONS: Need Agents for Coke Ring, Ball Games, Cork Gallery, Duck Pond and other Hanky Panks. Will book any non-conflicting Hanky Panks, Novelties or Hats. RIDE HELP: Need Looper, Tilt, Wheel, Merry-Go-Round Foremen and Second Men for eleven rides. All must drive semi. Can place Wives on Tickets or Hanky Panks. All replies to D. S. DUDLEY or come on in the following, all fairs:

Colby, Kan., Aug. 8-13
Russell, Kan., Aug. 15-20
Leoti, Kan., Aug. 22-27
Liberal, Kan., Aug. 29-Sept. 3
Clovis, N. Mex., Sept. 7-10
Portales, N. Mex., Sept. 12-17
Lamesa, Texas, Sept. 19-24
Andrews, Texas, Sept. 26-Oct. 3

Than ten more weeks in Texas cotton spots.

GIRL SHOW WANTED

Organized unit with own wardrobe for powerful route of Girl Show spots: Skowhegan, Maine; Union, Maine; Essex Junction, Vt., and a strong route of Southern fairs until mid-November. We have beautiful front, top, seats and canvas help. Wire at once.

KING REID SHOWS, Skowhegan, Maine.

SAVE MORE MONEY
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

REED AMUSEMENT CO.

NOW BOOKING FOR MAMMOTH SPRING, ARK.
68th Annual Soldiers & Sailors' Reunion, Aug. 15-20

Followed by De Witt, Ark., Dougkboys' Celebration, Aug. 22-27 and 12 more fairs to go.

Want Hanky Panks or all kinds, Popcorn, Custard, Foot Long Hot Dogs, Cookkouse and Grab Joint. All Eats and Drinks open. RIDES: Will book Scrambler, Rock-o-Plane, Scooter or any Ride not conflicting. Wire what you have. SHOWS: Will book first-class Girl Skow for balance of season or any family-type Skew. CONCESSION HELP: Na more layoffs. Can place Grind Store Help, Hanky Pank Agents, Alibi Agents and Workingmen on all concessions. Can place reliable Ride Men, First and Second Men, long season. All wires and mail to JOHN REED, Batesville, Ark.

VIRGINIA GREATER SHOWS

WANT BINGO FOR BALANCE OF SEASON

WANT: Photo, Long Range, Pitch-Till-You-Win. Will sell "X" on two Ball Games. Will book Pin Store or Six Cats with Hanky Panks. Want P. C. Dealers and Agents for Alibi and Swinger.

WANT: Snake Show, Funhouse and Wildlife, Acts for Side Show and Feature Attraction. Contact Troy Corawan.

Will book Roll-o-Coaster, Roll-o-Plane or any new ride.

Salisbury, Maryland, this week.

ROSS MANNING SHOWS

TAZEWELL, VA., Aug. 15-20; GALAX, VA., Aug. 22-27; WOODSTOCK, VA., Aug. 29-Sept. 3. All Fairs and Military Dates to follow.

CONCESSIONS: Hankies, Novelties, Eats Drinks Scales & Age, High Striker, Long and Short-Range Galleries, Pitches—Beer, etc., and Alibis

RIDES: Paratrooper, Round-Up, Caterpillar, Fly-o Plane, Kiddie Rides.

SHOWS: Grind Shows. Lee-Ola can place Working Acts for Side Show, Grinders, Ticket Sellers.

Bernie Feldman can place Percentage Agents and two Country Store Agents. Good, sober, Up and Down Help always welcome.

Ross Manning, Mgr.; Bernie Feldman, Bus. Mgr., Manassas, Va. Phone Fairgrounds.

SCHAFER 20th CENTURY SHOWS

Want for Davenport Fair, Davenport, Iowa, Aug. 6-13; Cedar Rapids, Iowa, Fair, Aug. 14-21

RIDES: Mad Mouse, Dark Ride, Flying Coaster or any Ride not conflicting. SHOWS: Funhouse or Glass House, Snake Skow, Mechanical Show, Fat Show or any good Grind Skow. CONCESSIONS: Long Range, High Striker, Strings, Roman Targets, Frozen Custard, Ice Cream, Lemonade Skake, Corn Dogs, all Hanky Panks come on. Contact:

W. A. SCHAFER, Mgr., Davenport, Iowa, this week.

WANT TO BOOK

Scrambler, Caterpillar and Merry Mixer

for top boardwalk location.

Five weeks to go, equal to any fairs.

Pkone or wire

VENICE AMUSEMENT CORP.

Seaside Heights, N. J. Phone: SW 3-6488

RIDE MEN

CAN USE THREE HIGH-CLASS FOREMEN

On Rock-O-Plane, Tilt and Wheel, also Second Men who drive. Na cars. Best of accommodations, pay, insurance and bonus.

Girard, Kansas, Aug. 8-11; Arma, Kansas, 12-14, and Osage City, Kansas, 15-20.

FIELDING GRAHAM, HOLIDAY AMUSEMENT CO.

WILLIAMS AMUSEMENT CO.

Big Pulaski County Fair, Dublin, Va., Aug. 15-20.

Want Hanky Pank Concessions of all kinds, Including Lead Gallery, Glass Pitch, Photos, Break-the-Record, String Game and Coke Ring

All replies: TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO., Rural Retreat, Va. Wire or phone at Schoolhouse.

GOLD MEDAL SHOWS #2

Can place for Granger County Fair, Rutledge, Tenn., Aug. 15 to 20.

CONCESSIONS: Sell "X" on Photos, Custard, Ice Cream, Long and Short Range Galleries. Good opening for Beer Pitch, Glass Pitch and Spot Pitch.

RIDE HELP: Foreman for Smith and Smith Chairplane. Foreman for Allan Herschell 2-Abreast Merry-Go-Round.

All replies to ALMON BRANNON, Christiansburg, Va., Aug. 8-13.

WANTED — GIRLS — WANTED

Girls for Dancing Show. Experience not necessary. We will teach. Must be young and attractive. Top salaries, best treatment, long season. Wardrobe and transportation furnished. Those who have worked for us before, including Mazie, Candy, Debbie, Bubbles and Betty contact. All wire:

JIMMY JOHNSON or TORCHY O'DAY

c/o Central States Shows, Burwell National Rodeo, Burwell, Nebr., Aug. 8-14.

W.G. WADE SHOWS

INGHAM COUNTY FAIR

Aug. 15 thru 20
MASON, MICH.

—Can Place—

2 or 3 Grind Shows. Must be neat and capable. UPPER PENINSULAR STATE FAIR at ESCANABA and the MICHIGAN STATE FAIR at DETROIT to follow. Replies via W. U. to

D. WADE
W. G. WADE SHOWS
Logansport, Ind. (Fair), all this week

BIG SAVINGS

New Wells Cargo, Yellowstone, Avion Fan, Holiday Rambler, Franklin, Pathfinder. Contact me for discount on any make trailer.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

WANTED

One-Ball Agent

Only one on the show. Must be young and sober. (Herb Allen, if not connected, my route is open.) Albion, Ill., August 8-14. PAT SALSS, c/o Midway of Mirth Shows, Albion, Ill., Fair.

WANT AT ONCE

Wheel Foreman, $80.00 per week and bonus. Want Hanky Panks of all kinds. We do not have any flats or alibis on the show. Come on or call

CARL BURKHART SHOWS

Fairfield, Iowa, this week; Osceola, Iowa, next week. Play Louisiana this fall.

L. & L. SHOWS

Gainesboro, Tenn., Aug. 8-13; Sparta, Tenn., Colored Fair, Aug. 15 thru 20; followed by fairs in Tennessee, Alabama and Mississippi. CONCESSIONS: Popcorn, Floss, Snow Balls, Age and Weight, Glass Pitch, Mitt Camp, Pan and Block Joints, Buckets, Six Cats and Hanky Panks of all kinds. SHOWS: Girl Show, white or colored, or any Grind Show. RIDE HELP: Foremen for Merry-Go-Round and Kid Rides who can drive semi trailers. Agents for Pin Store, Razzle, Skillo and Pea Pool. Contact MANAGER as per route.

TIP TOP SHOWS

Want Concessions and Shows for Wisconsin and Minnesota fairs. One major Ride. Black River Falls, Wis., Aug. 11-14; Spooner, Aug. 15-17; Ellsworth, Aug. 19-21.

J. A. SPARKS

Wants Help for Popcorn and Candy Apples, Man to take charge of Pan Game Need A-1 Pea Pool Dealer. This show has one of the finest routes in the country.

c/o JAS. N. ?EW SHOWS
Portland, Ind., this week; Terre Haute to follow.

AMERICA'S FINEST SHOW

POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

60" SEARCHLIGHT CARBONS. Per Can .... $ 4.50
(Clean—Dry—Perfect)
COMPLETE ARC LAMP MECHANISMS, Each $94.00
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Sperry and G.E. All Spare Parts in stock

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CAPABLE AGENTS

WANTED

FOR COUNT STORES

LEONARD SHIPLEY

c/o S & W Shows, Kirksville, Mo., Fair this week; Audubon, Ia., Fair next.

SANTA FE EXPOSITION SHOWS

WANTS

Concessions and Shows. Ride Help. Semi-Drivers preferred.

For Rush Springs, Okla., Watermelon Celebration, Aug. 11-12-13; Keller, Tex., Fair, 18-19-20. This Show will work all winter in the Rio Grande Valley.

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

SALISBURY, MD., *this week*

PRINCESS ANNE, MD., DOWNTOWN NEXT
FOLLOWED BY THE BEST ON THE EASTERN SHORE

THE GREAT TASLEY FAIR

AUG. 22-27

38,000 ADMISSION LAST YEAR

PLACE—Camps and Joints, Eat and Drink Stands, Concessions of all kinds. Wire now, don't wait, space limited. Variety Family Shows of all kinds.

The best tobacco crops in 20 years in North Carolina. We will be there after Tasley. Markets open Aug. 23. Ayden, N. C., Firemen's Tobacco Fair; Robersonville, N. C.; Dillon County Fair; Pender County Fair, Burgaw; Raeford County Fair, Greenville County Fair.

Use 2nd Men on all rides who drive. Good salaries, bonus.

BEN WOLFE
Salisbury, Maryland, this week

HANK SHELBY WANTS

for WISCONSIN STATE FAIR, Aug. 19 to 28 (Incl.)

Agents for Hanky Panks—Darts—Roll Tables—Under 12—Pitches—Ball Games—Bushel Baskets—Balloons.

LAST YEAR'S AGENTS, WIRE OR PHONE AT ONCE. LEAVING OPENINGS FOR YOU.

Milwaukee Phone: BRoadway 1-0380.
Fairgrounds Phone: GReenfield 6-3035.

Johnny Wilson and Frank Legitt, please call at once.

HANK SHELBY, LA SALLE HOTEL, MILWAUKEE, WISCONSIN

WANT—POWELSON—WANT

Hanky Panks of all kinds for Wauseon, Ohio, annual street fair August 17 and 18. Confections, Floss, Apples, Popcorn, Caramel Corn and Hankies of all types for Ritchie County Fair, Pennsboro, W. Va., August 22-27.

MAD MOUSE RIDE FOR SALE
Can be seen in operation at Jay County Fair, Portland, Indiana, August 7-12.

All Replies and Inquiries contact

POWELSON AMUSEMENTS, INC.

Box 125 MAin 2-1727 Coshocton, Ohio

DICK WILCOX SHOWS WANT

For four big fairs, beginning at Machias, Maine, Aug. 18-21; followed by Dover and Blue Hill, Maine's biggest Labor Day Celebration, and Guilford. Girl Show with equipment or any other worth-while Show. Small P.C., Hanky Panks of all kinds, Novelties, Eating Concessions. No Flats. No Mitt Camps. Wire

DICK WILCOX SHOWS, Eastport, Maine, Aug. 8-13, or per route.

GOLD BOND SHOWS

FOR BALANCE OF FAIRS—DE PERE, WIS., AUG. 17-21; STURGEON BAY, WIS., AUG. 24-28; PLYMOUTH, WIS., SEPT. 1-5.

Hanky Pank of all kinds, want Novelties, Photos, Jewelry, Hats, Ball Games of all types. Can place Ride Helpers that drive. All replies by wire:

MICKEY STARK, MGR., Mondovi, Wis. (Fair), Aug. 9-14.

WANTED EXPERIENCED RIDE MEN

WHO CAN DRIVE

Contact GENE TRACY, Mid-Island Plaza, Long Island, N. Y.
Phone: WElls 5-4242

A-1 AMUSEMENTS

Want for Clark County Fair, Marshall, Ill., August 7-12, and long string of Fairs and Celebrations.

Want Bingo, Photo, Bumper, Glass Pitch, Hoop-La, Pitch-Till-You-Win or any non-conflicting stores working for stock. Shows: Place nice, flashy Girl Show.

Contact JOHN NANSEN, Mgr., Marshall, Ill.

FIESTA SHOWS

CONCESSIONS: Want Concessions that use stock, Grab, Custard, Pitches, Fishpond, any Hanky Panks. SHOWS: Funhouse, Monkey, Snake. RIDES: Coaster, Looper, Paratrooper, Octopus, Scrambler. (Jake answer.) RIDE HELP: On Kiddie Rides, Merry-Go-Round, Wheel, Tilt and Flyoplane. (Joe Turner, wire Carlo.)

Fairs through Nov. 12. Address: Oberlin, Aug. 8-10; St. Francis, 11-13; Minneapolis, 15-17; Stafford, 18-20; Beloit, 22-24; Clay Center, 25-27; Blue Rapids, Aug. 30-Sept. 2; Washington, 5-10, all Kansas. Ten 5 Texas Fairs.

CARNIVAL ROUTES

• Continued from page 51

Gold Bond: (Fair) Mondovi, Wis., 10-14; (Fair) DePere 16-21.
Gold Medal, No. 1: *Bill Stevens; Abingdon, Va.; (Fair) Hendersonville, N. C., 15-20.
Gold Medal, No. 2: *C. C. Leasure; Christiansburg, Va.; (Fair) Rutledge, Tenn., 15-20.
Golden Gate: *Ray Sistrunk; Quincy, Calif., 8-14; Susanville 15-21.
Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Urbana, O.
Gooding Am. Co., No. 2: (Fair) Bloomington, Ind.
Gooding Am. Co., No. 3: (Fair) Monroe, Mich.
Gooding Am. Co., No. 4: *L. J. Ebert; (Fair) Centerville, Ind.
Gooding Am. Co., No. 5: Columbia City, Ind.
Gooding Am. Co., No. 6: *Joe T. Coleman; (Fair) Wilmington, O.
Gooding Am. Co., No. 7: (Fair) Rockville, Ind.
Gooding Am. Co., No. 8: (Fair) Jefferson, O.
Gooding Am. Co., No. 9: Bryan, O.
Gooding Am. Co., No. 10: (Fair) Goshen, Ind.
Gooding Am. Co., No. 11: Mooresville, Ind., 8-9.
Gopher State: Howard Lake, Minn., 11-14; Salem, S. D., 16-17; Richfield, Minn., 19-21.
Grand American: (Fair) Gladbrook, Ia., 10-13.
Great Western: (Fair) Petaluma, Calif., 12-14; (Fair) Placerville 19-21.
Greater Kastl: *G. Pelan; Belen, N. M., 11-15.
Green Tree: *John M. Huls; (Fair) Campbellsville, Ky.; (Fair) Irvine 15-20.
Griffiths, Wm. A.: *Nicholas Haboorchock; (Fair) Troy, Pa.; Southwest 15-20.
Hale's Shows of Tomorrow: *W. T. Hale; Weeping Water, Neb., 9-12; Tecumseh 13-16.
Hames, Bill: Alvarado, Tex.; Tyler 15-20.
Hammond, Bob: *Mrs. J. A. Schneck; (Fair) Tipton, Ia., 8-11; Anadarko, Okla., 15-20.
Hannah Ams.: *I. Lange; Claysville, Pa.; Stockdale 15-20.
Hannum, Morris: (Fair) Dallastown, Pa.
Happyland: *Ray Story; (Fair) Bad Axe, Mich.
Hartsock Bros.: Jameson, Mo., 10-18; Paris 15-20.
Hartsock, Roy: *Roy Hartsock; Worthington, Mo., 9-13.
Heart of America: *Jim Chapman; (Fair) La Crosse, Kan., 8-10; (Fair) Ness City 11-13; (Fair) Goodland 15-18; (Fair) Oakley 19-21.
Heth: *Mrs. Al Kunz; (Fair) Lincoln, Ill., 8-11; (Fair) Springfield, Mo., 13-19.
Hill's, A. C., Cavalcade of Ams.: Elba, Ala.; Greenville 15-20.
Hoard & Mullis: Indian Springs, Ga., 8-Sept. 5.
Holiday Am. Co.: (Fair) Girard, Kan., 8-11; (Fair) Arma 12-14; Fair) Osage City 16-20.
Hottle, Buff, No. 1: *F. Bailey; (Fair) Altamont, Ill., 8-11; (Fair) Jackson, Mo., 15-20.
Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair) Belvidere, Ill.; (Fair) Decorah, Ia., 15-20.
How-Reit: (Fair) Middletown, N. Y.
Howard Bros.: Athens, O.; (Fair) Glenville, W. Va., 15-20.
Hunt Am. Co.: Benton, Ky.
Illinois Valley Rides: Pearl City, Ill., 12-13.
Imperial: *Audrey L. Davies; (Fair) Burlington, Ia., 8-12; (Fair) Mason City 15-21.
Inland Empire: Columbia Falls, Mont., 10-14; Plains-Deer Lodge 16-21.
Johnny's United: *Ray Jackson; (Fair) Brownstown, Ind.; (Fair) Bowling Green, Ky., 15-20.
Ken-Penn Ams.: *Chas. Graham; Ford City, Pa.; Sewickley 15-20.
Key City: *Loretta Smith; (Fair) Marion, Ind.
Kile, Floyd O.: (Chotaw Shopping Center) Baton Rouge, La.
King Bros.: Hay Springs, Neb., 10-13; Yuma, Colo., 15-17; Akron 18-20.
King Expo.: (Fair) Revenna, Mich.
Krekeler Ams.: (Fair) Wilmington, O.
L. & L.: Gainesboro, Tenn.; Sparta 15-20.
Lagasse Am. Co., No. 1: (Fair) Bradford, Vt., 11-14.
Leeright's Midway: *R. C. Bowers; (Fair) Heber, Utah, 9-13.
Lindle, Jack: (Fair) Mendon, Ill., 8-9; Avon 10-13; (Fair) Petersburg 15-19.
Lone Star Ams.: Plainview, Tex.; Perryton 15-20.
Luehrs' Ideal Rides: *Bill Williams; (Fair) Greensburg, Ind., 9-13; Cullom, Ill., 17-20.
Lyan's Midway: *Gladys Erickson; (Fair) Baudette, Minn., 9-11; (Fair) Northome 13-14; (Fair) Bagley 18-21.

HONOR ROLL

The Billboard

SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. MRS. HENRY HINGST, W. T. Collins Shows
3. MRS. AL KUNZ, Heth Shows
4. JOHN J. ASEL, James E. Strates Shows
5. PETER MOLNAR, World of Mirth
6. BLACKEY JONES, Page Combined Shows
7. SAMUEL GENERALLO, Amusements of America
8. DON HANNA, Siebrand Bros.' Shows
9. J. T. RICHARDS, Blue Grass Shows
10. TONY LEWIS, Collin & Wilson Shows

M. D. Ams.: (Fair) Branchville, N. J.; (Fair) Jamestown, N. Y., 15-20.
Mac's Am. Rides: Faulkton, S. D., 12-13; Timberlake 19-21.
Manning, Ross *Nelson Wilkins; (Fair) Manassas, Va.; (Fair) Tazewell 15-20.
Marks: *Jack Galluppo; Covington, Va.; (Fair) Roanoke 15-20.
Marvel: *Carolyn Merriman; Mendota, Ill., 8-9; Bartonville 12-14.
McKenna's Rides & Ams.: *T. Hale; Wausaukee, Wis., 12-14; Phillips 18-21.
McSpadden: (Eastover Shopping Center) Forrest Heights, Md.; Langley Park 15-27.
Merchant's Festival Rides: Nashville, Tenn.
Merriam's Midway: *D. Merriam; Blue Earth, Minn., 8-10; Jackson 11-14; Algona, Ia., 16-19.
Midway of Mirth: *Frank X. Lavell; (Fair) Albion, Ill.; Sandoval 16-22.
Mo-Ark: (Fair) Lockwood, Mo., 10-13.
Monarch Expo.: *Earl W. Carpenter; (Fair) Milledgeville, Ill., 8-14; (Fair) Warren 16-21.
Moore's Modern: *Jack Moore; (Fair) Holdrege, Neb., 8-10; (Fair) Minden 11-13.
Motor Satte: *M. Frederick; Toledo, O., 10-13; (Fair) Belleville, Mich., 16-21.
Murphy's Northern State: *Mrs. H. McMahan; Hettinger, N. D., 8-10; (Fair) Faith, S. D., 12-14; (Fair) Wayne, Neb., 16-17; (Fair) Pierce 18-21.
Myers, Sonny, Ams.: (Fair) Dennison, Ia., 8-11.
Nolan Am. Co., No. 1: New Carlisle, O.; Hoytville 17-20.
Northern Expo.: *C. Dallas Egan; Havre, Mont., 10-13.
Norton's Greater United: *Mildred Carter; Terry, Mont., 12-14.
Novelty Expo.: (Fair) Oscaloosa, Kan.
Olson: *Mrs. Ray Cramer; (Fair) Springfield, Ill., 12-21.
P & J Ams.: Calcutta, O.; Wellsville 14-20.
Page Bros.: (Fair) Tompkinsville, Ky.; (Fair) Burkesville 15-20.
Page Comb.: *Blackey Jones; (Fair) Sandy Creek, N. Y.; (Fair) Henrietta 15-20.
Palmetto Expo.: *Milton McNeace; Wilson, N. C.; Lillington 15-20.
Parada: (Fair) Paola, Kan., 8-10; (Fair) Lane 11-13; (Fair) Mount City 17-20.
Penn Premier: *Richard Gilman; (Fair) Waynesburg, Pa.; (Fair) Greensburg 15-20.
Peter Paul Ams.: *Peter Bicio; (Fair) Afton, Ia., 8-11.
Playtime Am. Co.: (Fair) Weymouth, Mass., 14-20.
Powelson Ams., No. 1: *Happy Powelson; Bowling Green, O.; Wauseon 17-18.
Powelson Ams., No. 2: *Happy Powelson; Chillicothe, O., 9-13; Smithfield 17-20.
Powelson Ams., No. 3: *Happy Powelson; Croton, O., 9-13; East Palestine 18-20.
Prell's Broadway: *L. Sylvester; Sharon Hills, Pa.
R. & L. Ams.: *G. L. Clark; Mondamon, Ia.
Raines, Rosa M., Ams.: (Fair) Yates Center, Kan., 8-10.
Rainier: *A. W. Randolph; Morton, Wash.; Centralia 17-21.
Reed Ams.: Batesville, Ark., Mammoth Spring 15-20.
Reid, King: *Wm. R. Austin; Skowhegan, Me.
Reid's Golden Star: *Elmer Reid; Sneedville, Tenn.
Reithoffer, No. 1: (Fair) Bedford, Pa.; (Fair) Lowville, N. Y., 15-21.
Reithoffer, No. 2: *Joe Gidaro; (Fair) Caledonia, N. Y.; (Fair) Carlisle, Pa., 15-21.
Rock City: *Bill Horton; (Fair) Franklin, Neb., 13-15; (Fair) Northbend 17-18; (Fair) David City 19-21.
Rogers Bros.: *Mrs. M. L. Whiteside; Farmington, Minn., 10-14; (Fair) Motley 15-17; (Fair) Grand Rapids 18-21.
Rohr's Modern Midway: *Jeannett Waters; (Fair) Kankakee, Ill., 8-11; Momenca 12-13; Rantoul 15-20.

CARNIVAL CONFAB

• Continued from page 52

spent Tuesday (2) in Chicago en route from Chippewa Falls, Wis., to the show's next fair, the Illinois State at Springfield.

Charlie Byrnes

Pacific Coastliners—Al Flint, Pacific Coast Showmen's Club executive secretary, back in his office following a swing around Southern California to visit members. . . . Como Norris, Long Beach Arcade operator, back from trips to Mexico, Europe and a few jaunts to Las Vegas. . . . Harry Phillips, PCSA treasurer, is resting at his home in Los Angeles following discharge from the Veterans' Hospital. His address is 760 113th Street and he welcomes visitors. . . . Harry Ostrov is a patient in the Culver City Hospital. . . . Harry Hillman is back on West Coast Shows No. 2 and reported feeling well. . . . Meyer Scholm continues to improve at the Lincoln Park Retreat, Los Angeles. . . . Sam Brown is back at the Merritt Jones Hotel in Ocean Park following a stay in the Santa Monica Hospital. . . . John Guadagno, ride operator in the Long Beach Virginia Park, is on a business trip in the East. While he is away, John and Tony Guadagno are handling operations for their father. . . . Joe Glacy is operating kiddie rides at Pierpoint Landing in Long Beach and reports business holding well.

Pacific Coastliners—The women's tug-o-war between concessionaires and ticket sellers was an added event at the annual picnic held on the West Coast Shows recently in Roseburg, Ore. The ticket sellers won with Mary Ragan Kanthe, anchor girl for the concessionaires, being skinned from head to toe. Kaye West and her all-girl baseball team won easily 11 to 6 over the ride boys. She later gave swimming instructions for the youngsters and some of the older guys and girls in the nearby river. Event was, in a way, a hardening up before the show took on a 390-mile jump to Seattle, Eddie Hellwig, unit's manager, said.

Sam Abbott

Linda Falkenstein, eight-year-old daughter of Jack and Irene Falkenstein, who operate the cookhouse on Alamo Exposition Shows, was taken to the hospital in Norton, Kan., with an attack of appendicitis. She came thru the operation splendidly and was released from the hospital within 10 days. . . . Phil Cook, traveling rep for Charles A. Lenz & Associates, Inc., after 46 years in the outdoor show business, jumped west of the Mississippi River last week for the first time, when he and his brother Sam stopped over in St. Louis at The Billboard office en route to various shows in the Midwest. Cook recalled that he played St. Louis with the Con T. Kennedy Shows many years ago with Harry Brown, concessionaire. At that time he worked the Japanese Basket Nest, which was the rage at that time. Cook started in the out-

Rose City Rides: *Dutch Schrader; Puxico, Mo., 9-13; Elsberry 16-20.
Ross Ams.: *R. T. Sinderson; (Fair) Colfax, Ia., 8-10; Des Moines 12-14; Winfield 17-20.
Royal American: *Joe Pearl; Fort William-Port Arthur, Ont.; (Fair) Superior, Wis., 16-21.
Royal United: *Jackie Swift; Ida Grove, Ia., 8-10; Tyler, Minn., 12-14; (Fair) Sibley, Ia., 15-17; (Fair) Windom, Minn., 18-20.
Royal West: *Jack Lee; (Fair) Coos Bay, Ore., 8-14; St. Helens 15-21.
Rumble Rides: *D. P. Rumble; (Fair) Alexandria, Ind.; Providence, Ky., 15-20.
Russell's Ams.: Addison, Ill., 8-14.
S. & W.: *J. O. Greene; Kirksville, Mo., 8-12; (Fair) Audubon, Ia., 15-20.
Santa Fe Expo.: Rush Springs, Okla., 11-13; (Fair) Keller, Tex., 18-20.
Schafer 20th Century: *Archie Hensley; (Fair) Davenport, Ia.; (Fair) Cedar Rapids 14-21.
Shorter's Greater: (Fair) Avoca, Ia., 8-14; (Fair) Bassett, Neb., 15-20.
Siebrand Bros.: *Don Hanna; Billings, Mont.
Skerbeck Ams.: *Rosa Kronschnabl; Bay City, Mich.
Smiley's Ams.: *J. R. Fasolas; Arnold, Pa.; Somerset 15-20.
Smith, George Clyde: Cumberland, Md.; Windber, Pa., 15-20.
Sol's Greater: (Fair) Murray, Ky.
Stafford: (Fair) Tipton, Ind., 8-11; Hillsboro 12-13; Belle Union 18-20.
Stanley, Wm. D.: *Donald Dropps; Wood Lake, Minn., 8-10; (Fair) Sauk Centre 11-14; (Fair) Princeton 15-17; (Fair) Barnum 18-21.
Steele's Ams.: *Lenny Fletcher; (Fair) Wilmot, Wis., 11-14.
Stephen's: *Delmar Harridge; Murray, Ia., 10-11; Corydon 13.
Stipe's: Elk River, Minn., 8-10; Jordan 11-14; Durand, Wis., 15-17; Webster 18-20.
Strates, James E.: *J. J. Asel; (Fair) Hamburg, N. Y., 13-20.
Sunset Am. Co.: *Daniel Dunning; (Fair) Rochester, Minn., 9-14; (Fair) Webster City, Ia., 16-21.
Tatham Bros.: *Bill Tatham; (Fair) Bloomington, Ill., 8-11.
Thiess United: Aurora, Ill., 11-15; Elwood 18-21.
Thomas, Art B.: *Johnnie Wildeboer; North Battleford, Sask., 8-10; Prince Albert 11-13.
Thomas Joyland: *D. C. Thomas; Wanamaker, Ind.
Thomas, W. A., No. 1: Fremont, Neb., 9-12; Auburn 14-16; Albion 17-19.
Thomas, W. A., No. 2: Spaulding, Neb., 14-16; Central City 18-20.
Tip Top: *Mrs. Ed Larkee; Black River Falls, Wis., 11-14; Spooner 15-17; Ellsworth 19-21.
Uncle Joe's Ams.: *J. Seaboaldt; Gonzales, Tex.
United: (Fair) Richmond, Ky.
Venditto Bros.: East Greenwich, R. I.
Virginia Greater: *Geo. Gillespie; Salisbury, Md.; Crisfield 15-20.
Wabash Valley: Quincy, Ind., 11-13; Veedersburg 18-20.
Wade, W. G., No. 1: *Bill Hollingsworth; (Fair) Logansport, Ind., 8-12; (Fair) Mason, Mich., 15-20.
Wade, W. G., No. 2: *Clarence R. Hall; Pontiac, Mich.
Wall, Alfred, Ams.: Williamsport, Ind., 8-12; Beaverville, Ill., 13-14; Gilman 18-20.
West Coast, No. 2: *Wm. Snelson; (Fair) Napa, Calif., 8-14; (Fair) Paso Robles 15-21.
Western, No. 1: *Jack Dwyer; Elma, Wash., 9-13; Lynden 16-20.
Western, No. 2: Mt. Vernon, Wash., 9-13; Bremerton 16-20.
Whitey's Ams.: Marysville, Mich., 11-14; Burch Run 16-20.
Wilber, H. O.: *W. W. Payson; Athens, Mich., 10-13.
Wilcox, Dick: *Sam Edstine; Eastport, Me.; Machias 18-21.
Williams Am. Co.: Rural Retreat, Va.: (Fair) Dublin 15-20.
Wilson Famous: *Mrs. Ray Wilson; (Fair) Cambridge, Ill., 9-13; Sheffield 17-20.
Wolfe Ams.: *S. R. Holt; Salisbury, Md.
World's Finest: *George Sellmer; Peetrborough, Ont.; Belleville 15-19.
World of Mirth: *Peter Molnar; Presque Isle, Me.; Ottawa, Ont., 15-27.
World of Pleasure: *Chas. T. Carpenter; Bicknell, Ind.
Young, Monte: *Sharon Payne; Caldwell, Idaho; Gooding 15-20.

door show business in 1914 with concessionaire Max Gloth on the Harry Copping Shows.

Lou Dufour, outdoor show impresario, spent last week in St. Louis before heading for New York and Toronto and other Eastern points. Lou headed for his home in St. Louis last week after visiting in Calgary and Edmonton Exhibition in Western Canada. . . . Lake Boseley has his concessions on the Badgar State Shows. . . . Floyd O. Kile, owner of the Floyd O. Kile Shows, will open his regular fair season at the Neshoba County Fair, Philadelphia, Miss. Kile has been playing shopping centers to good success for the past several months and is currently at the Choctaw Shopping Center, Baton Rouge, La., where he opened on August 3 and will continue thru August 17. Mrs. Kile, who was in ill health for quite some time, has recovered.

From reports out East, the all-male rock 'n' roll show being organized by Dixie Gordon Allen, wife of Bucky Allen, of the World of Mirth Shows, will open at the Central Canada Exhibition at Ottawa on August 19 and then go over the fair route in the East with the World of Mirth Shows. . . . John T. Hutchens, owner of Hutchens Modern Museum, joined Schafer's 20th Century Shows at Quincy, Ill., and will continue with that show for the next 10 fairs, following which he is booked with Ernie Farrow's Farrow Amusement Company. Prior to joining Schafer, Hutchens was with the Heart of American Shows for four weeks and the Sunset Amusement Company for three weeks, the Gladstone Shows for four weeks and prior to joining Schafer, played the Heart of Illinois Fair, Peoria, with the Don Franklin Shows. . . . Phil Jamison, of Phil's Trailer Park, Hot Springs, Ark., advises that Big Dave Chisholm and Sussie, concessionaires, had their trailer home destroyed by fire in Waukon, Ia., on July 11. During the fire Dave had his hands severely burned while unhitching the trailer from the car. All of their belongings which were in the trailer burned. Phil has set them up temporarily in a new trailer, but the Chisholms would like to hear from friends, as they will have to start all over again. . . . Mae Joe Arnold, with the Hutchens Modern Museum all season, left in Quincy and headed south to join another show.

Joe Darpel, after 14 years off the road, is back and has four attractions with John Hutchen's Museum on the Schafer 20th Century Shows. During the 14 years, Darpel and Mrs. Darpel had a tattoo outfit in a permanent location. . . . Mr. and Mrs. John Francis are back with it in full force with their jewelry concession on the Bob Hammond Shows. John has fully recovered from his illness of last winter. . . . W. A. (Bill) Stacy, bingo op, who spent a good part of the winter and spring fighting an illness, is also back with it and has joined Happyland Shows.

Frank Joerling

Morris Brown and Big Al Howard have framed 10 brand-new concessions in New York. . . . John Vivona and Artie Lewis visited the Harrington (Del.) Fair midway. . . . Ben Wolfe is back with his Wolfe Amusements in Virginia. Benny Jr. is also with it. . . . Sammy Lewis and his two Girl Shows joined Wolfe in Williamston, N. C. . . . Dave Endy is enthusiastic about ride business at Folly Beach, S. C. . . . Jimmy Stahile took seriously ill returning home from visiting the Coleman and Buck shows. . . . Harry Modelle had a string of concessions at the Bethlehem (Pa.) Fair. Harry Witt, former show owner, is continuing as sales agent for W. O. Kings rides and Funhouse units.

Middletown, N. Y., to see about disposing of his rides in storage, then rejoined the Coleman midway . . . Al Lefleur and Harold Nevins took delivery of a 1959 model Spinaroo on Long Island. Glen Weible had one with their L. and N. Shows this summer. . . . Dave (Triangle) Rosenberg is buying a new house. . . . Jules Gillette had a fair-to-middlin' week with his show in Granville, N. Y.

Irwin Kirby

L & N AMUSEMENTS

WANT FOR THE BIGGEST CELEBRATION IN THE EAST

NEW YORK STATE FIREMEN'S CONVENTION

RIVERHEAD, LONG ISLAND, AUG. 16-20

Followed by Top Shopping Centers and Celebrations till Nov. 1

CONCESSIONS: Novelties, Age & Scale, Long & Short Range Galleries, Honky Panks of all kinds.
SHOWS: Side Show, Wildlife, or any family-type show.
RIDES: Need Major and Kiddie Rides not conflicting.
HELP: Foreman for Fly-o-Plane, Wheel Foreman. Agents for office owned concessions. Bucket & Swinger Agents for rest of season.

All replies: AL LEFLEUR, Carnival, c/o Western Union, Mastic Beach, L. I., N. Y.

WANTED NOW
WISCONSIN STATE FAIR

Milwaukee, Wis., Aug. 19 thru 28

Age & Scales, Popcorn, Frozen Custard, Photos, Hi-Striker, Pronto Pups, Direct Sales. No Games wanted.

WANT MECHANICAL MAN, STRONG BALLY AND CIRCUS ACTS

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Fun Farm, Wisconsin State Fair
Milwaukee
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For new Frolic Ride, Second Men and Helpers for Mad Mouse, also Helpers for all Rides

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At the close of the season we will need 50 additional employees in our new factory.

Must be entirely sober and reliable. No floaters.
No collect wires or transportation to join—If you can qualify, address

GOODING AMUSEMENT CO.
3200 Valleyview Drive BRoadway 6-5131 Columbus 4, Ohio

P. & J. AMUSEMENTS

Need at Once

Foreman for Garbriek Wheel, Second and Third Men on Tilt, Kiddie Ride Help. Contact as per route: Calcutta, Ohio, August 8-13; Wellsville, 14-20.
P.S.: Want to book for Wellsville—Popcorn, Apples, all types of games.

CAPITAL CITY SHOWS

Want for Knox County Fair, Barbourville, Ky., followed by Blount County Fair, Maryville, Tenn., and Greene County Fair, Greeneville, Tenn.

CONCESSIONS: Diggers, Long and Short Range, Center Pitches, and stock concessions of all kinds. No Flats or Alibis.
SHOWS: Snake, Monkey, Side Show or any family-type show.
HELP: Second Men on all rides who drive semi, Man to handle searchlights and front gate, also good Show Pointer.
All replies to J. L. KEEF, Fairgrounds, Alexandria, Tenn.

WANTED—WANTED

Hanky Pank Agents for Cork Gallery, 1-Ball and Set Spindle. Want Truck Driver. Contact

C. M. McGINNIS
Fairgrounds, Centerville, Ind., this week.

GEORGIA AMUSEMENT CO.

NOW BOOKING FOR FAIRS

Georgia Mountain Fair, Hiawassee, Ga., Aug. 15-20; Fannin County Fair, Blue Ridge, Ga., Aug. 22-27; followed by fairs until November.

Will book Hanky Panks of all kinds. Will sell "EX" on Bingo, Short and Long-Range Galleries, Custard and Novelties. Will book Shows of all kinds except Girl and Geek. I hold exclusive for the Cherokee Indian Fair, Cherokee, N. C., and I will not tolerate any flats or alibis. All replies

H. H. SCOTT, Fairgrounds, Robbinsville, N. C.

BILL STEVENS

Wants Bingo Countermen, Agents for Record Joint, Ring the Coke, Set Spindle, Long Range Buckets, Pea Pool, Bear Pitch and Buckets. If you can't stay sober, stay where you are. 14 more fairs.
c/o GOLD MEDAL SHOWS #1
Abingdon, Va., Aug. 8-13; Hendersonville, N. C., Aug. 15-20.

ALAMO EXPOSITION SHOWS

Now Booking Concessions for Sidney, Iowa, Rodeo, Aug. 16-20

CONCESSIONS: Photos, Lemonade Shakeup, Long and Short Range Galleries, Glass Pitches (Eddie Hockett, come on). Also Ball Games, Guess-Your-Age, Jewelry, High-Striker, Juice and Grab, Pronto Pups, Bushel Baskets, Coke Rings, Custard. RIDE HELP: Can use Second Men who drive trucks. Also Ferris Wheel Operator who does not drink on the job. All contact JACK RUBACK, MGR., McCloud Hotel, York, Nebr., this week; then Sidney, Iowa, Rodeo; Columbus, Kans., Free Fair, Aug. 22-27; Salina, Kans., Free Fair, Aug. 29-Sept. 3. (Also Air Base payday.) We stay out until Nov. 12, Cuero, Tex., Turkey Trot.

GIRLS WANTED GIRLS WANTED

Need two Girls for feature on Strip Show, must be young and attractive, also need Girls for Bally and Dancing in Strip Show, need not be experienced, we will teach you how. We have a good route of fairs. Good salary, pay every night. Living quarters, transportation and wardrobe furnished. Also need two good head up-and-down Canvasmen who can drive trucks. Need two Girl Show Barkers.

P.S.: Will Pal Parris, Beth Sheeba, Brenda Carter and Junior Wooley, who worked for Slim on Motordrome, call me collect immediately, also will Heavy (Tiny) McClein who worked for Vic Hamid get in touch with me immediately, call collect.

Contact MANAGER, BELLE STARR REVUE GIRL SHOW
Bicknell, Ind., Aug. 7-13; Carmi, Ill., Aug. 14-20, and Princeton, Ind., Aug. 22-27.

CLAUDE JONES

Please get in touch with
RONNY BARBERIO
at your earliest convenience.
Phone: TAylor 2-5048
Minneapolis, Minn.

Page Combined Shows

Now booking for Henrietta, N. Y., Fair, Aug. 15-20; followed by Little Valley, N. Y., Aug. 22-27; then South for 11 fairs.

Want Concessions of all kinds that work for stock, Eats, Drinks, Novelties, Jewelry, Hats and Photos. Roland Page wants Agents. SHOWS: High-class Side Show, Fun House, Big Snake and Fat Show. RIDES: Dark Ride, Scrambler and Flying Coaster to join in Morganton, N. C., week of Sept. 5. Can place non-conflicting Kiddie Rides. RIDE HELP: Foreman for Roll-O-Plane, Second Men on all rides who have license and drive, Wives in Ticket Boxes

All replies to BILL PACE, Sandy Creek, N. Y., Fairgrounds.

P.S.: Marty Smith wants to buy Stacey-Johnson or Schill Roller Coaster. Swisher, contact.

GRANGERS PICNIC AND STEAM ENGINE REUNION

Williams Grove Park, August 28 thru September 5

Want any family-type Shows with own equipment, Funhouse, Wildlife, Side Show or any Illusion. Hanky Panks of all kinds, any Concession working for stock.

All replies to ROY E. RICHWINE, Williams Grove Park, Mechanicsburg, Pa.

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Jodie and P-Cat

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Want Hanky Pank and Alibi Concessions. Also Shows of all types, Girl Show and family-type Shows. Contact:

J STANLEY or LYLE WELLS
Kirksville, Mo., Fair this week; Audubon, Ia., Fair next week.

WANTED

RIDES: Major Rides, especially Ferris Wheel. CONCESSIONS: All kinds, no flats. SHOW: Can use good Show. HELP: Man and Woman to work Country Store.

M & S SHOWS (John M. Moore)
1031 South Meridian, Wichita, Kansas
Phone: WHitehall 3-7892

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FOR MUSKEGON COUNTY FAIR, RAVENNA, MICH.; SANDUSKY, MICH., FAIR; ARMADE, MICH., FAIR and others to follow, including Memphis, Tenn.

Agents for 6-Cats, Swinger, Buckets, Picture Frames. Need Cunner for Picture Frames. Also good Up and Down Man who can drive. All replies to JIMMY ACKLEY, c/o King's Amusement Co., Ravenna, Mich.

RIDE HELP

Want Foremen for Wheel, Tilt-A-Whirl and Roller Coaster, also Second Men on same rides. Can use any Ride Help, top wages to Men who have driver's license. All replies:

MILTON McNEACE, PALMETTO SHOWS
Wilson, N. C., this week; Lillington, N. C., follows.

WANTED

Bucket and Proposition Agents for Hartford, Ind., Fair, Aug. 8-13; Mason, Mich., Fair, Aug. 15-20; Escanaba, Mich., Fair, Aug. 23-28.

CHUCK DUMA
c/o Jimmie Chanos Shows
Hartford, Ind.

WANTED

For Wayne, Mich., DAV Homecoming and Northville, Mich., Homecoming.
Hanky Panks of all kinds. Also Agents for office-owned Hankys and Alibis.
RIDE HELP: Want Second Men on all Rides.

COOK AMUSEMENT CO.
Wayne, Mich., Aug. 7-13; Northville, Mich., Aug. 15-21.

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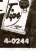

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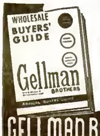

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Pack contains four rolls of gift wrapping paper in four designs in 20-inch lengths. Variety of assortments. Retails at $1.—Ben-Mont Papers, Ben-Mont Ave., Bennington, Vt.

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Kit contains pre-cut paper forms that can be bent, creased, glued and mounted on heavy black background board. Mask of comedy and mask of tragedy. Cost $1.98 each.—Alabe Crafts, 5th and Central, Cincinnati 2.

TRUCK BANKS

A toy truck that also serves as a bank comes in a variety of colors, personalized with company name and/or trade mark. Slot and receptacle for coins.—Federal Tool, 3600 W. Pratt Blvd., Chicago.

SWAMP GLIDER

Toy model of a swamp buggy. Kit consists of 14 parts and cement. Scale model is operative. Rubber band motor. Comes in red and white, is 7 inches long and 3¼ inches wide and sells at 98 cents.—Park Plastics, 104 E. Elizabeth, Linden, N. J.

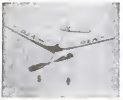
PLANE ENGINE

This Allison engine is designed from blueprints of the Lockheed Electra motor. Has variable pitch propellors and all workable gears. Manual or electric. Retails $4.95 and $5.95.—Revell, 4223 Glencoe, Venice, Calif.

HIGHWAY MODEL

Youngsters practice motoring on this HO gauge super highway. Two sets are available, both operate on 12-18 volts AC or DC from a suitable power pack. Roadbeds, cars and controls $10.95 and $16.95. — Aurora Plastics, 44 Cherry Valley, West Hempstead, N. Y.

MODEL PLANE



Plane with landing gear has 17½-inch wing span; 13-inch body and 7-inch free-wheeling prop with nylon bearing. Rubber-powered, it is said to fly one-eighth mile. Retails 49 cents.—North Pacific Products, Bend, Ore.

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PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

ART NELSON . . .

head of New-Nel Kitchen Products Company, Inc., Chicago, was in Cincinnati Wednesday (3) to monitor TV spots on two local stations presented by Lenny Hamilton, who is working Nelson's new product, the Saw-Knife, at Sears' No. 1 Cincy outlet. Hamilton, now in his second month with the Saw-Knife at the Cincy Sears, is reportedly enjoying hang-up business with the new item. Nelson reports that he currently has 25 stores going with the Saw-Knife to good returns and that he is mapping plans to set up layouts on the Saw-Knife at all the major fairs.

JOHN W. COMPTON . . .

president of Associated Trade Press, Inc., Chicago, infos that Eddie Case, veteran sheet writer, died recently at Springfield, Ill. Case, who was 72, had been associated with the Compton firm for 40 years and was well known in trade paper circles from coast to coast. Another sheet-writing vet, Sammy Giss, passed away recently in Rochester, Minn., Compton advises.

JACK (BOTTLES) STOVER . . . postals from Waynesboro, Va., that he and the Mrs. are hitting out for Ocean City, Md., where they hope to work in a few square meals with

(Continued on page 63)

GIGANTIC PROFITS

New Tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliancy! In Natural Gold Color—or White!
¼ Ct Sim. Diamond $7.20 Gr.
Min order 1 Gross.
Also same ring in 1 Ct center. $9.00 Gr.
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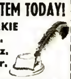
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(Continued on page 62)

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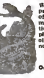
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• Continued from page 61

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Class, Bernice
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Evans, Chuck
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Finstinetono, Anthony
Fitchett, Albert Lee
Flake, James
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Fowler, Leonard
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Frazer, Mrs. Opal
Fraser, Raymond
Freeman, Sonny
Freese, Anthony
Fulton, Mrs. Martha
Gallagher, John J.
Galliher, James Perry
Galluppo, Jack
Gassett (Gossett?) Tom
Geldner, Bill (Harrison)
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Goldberg, Mickey
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Greer, Jack (Cowboy)
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McKay, Glynn (Popeye)
McLean, Robert (Speed Skater)
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Malko, Mike
Mancuso, Sam
Mannuzza, Dago Tommy
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Miller, Berny
Miller, Charlie Kerr
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Morris, Roberta
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Munnazza, Dago Tommy
Nash, Charles
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Nichols, Ephrem
O'Malley, Chick
Orr, Vernon Elmer
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Fagel, William C.
Parker, Raymond
Falmatier, G. Richard
Palmar, Laura or Norman
Peers, Terry
Phillipe, Mrs. Evelyn
Phillips, Frank R.
Fhoenia, Jim
Pilla, Joseph
Pillsberry, Mrs. Bob
Plas, Leona
Porter, Florence
Reeder, Mrs. Irena
Rielly, Charlie
Rigsby, Frenchy
Ring, Joe
Robertson Jr., Casey
Robertson Jr., Casey
Boy, Henry R. (King) (or Henry N.)
Roy, Patsy Ann
Ryan, John R.
Ryan, Ralph
Saddlemire, Agnes
Salyina, Joho A.
Sauls, Sookie
Saunders, Larry
Shattuck, Mary
Shields, Wilmet
Smith, Mrs. Glendoria (Hooplaa)
Smith, L. N. & Mrs.
Smith, Meirte R.
Spitzes, Harry (Crossroad)
Sporlock, Mrs. Hazel
Stanley, Bob (Animal Act)
Stanley, Wm. O. (Red)
Stein, Will
Stevens, Mary
Stewart, Mrs. Marianne
Suber, Craig
Swenson, Harold E.
Sweel, Margie
Tarber, Mrs. Helen
Terrentine, Bonald Willis
Tetta, Walter Fletches
Thompson, Mrs. Eugena
Thompson, James E.
Thorne, Willard Wesley
Tickle, Emory W.
Tolley, Virgil
Tobin, Roy
Turbin, Toby
Turner, Jack & Marie
Valdes, W. J.
Waldron, Billie
Wallace, John
Wantz, Gerald
Watts, Doc T.
Webb, Mr. or Mrs.
Wedder, Lue Frank
Wetherbee, Harold
White, Francis L.
Whitmore, Harold
Williams, L. L. & Mrs.
Williamson, Mrs. John
Williamson, Margaret
Wilson, Clyde
Wilson, Dick
Wilson, Robert J.
Winegarner, Ernest
Wiser Jr., Dough
Yohan, William R.
Yotas Jr., James F.

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Ames, Jack
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Azbill, Ollde
Beardsley, Ray
Boyle, Charles
Campl, Mrs. Bonnie Lee
Chaplin, Mitchell (Tiny)
Childers, Bob
Collins, Richard D.
Converse, Art
Cooper, Roy
Cowboy Mac
Cox, Ambers H.
Cox, Francis X.
Cox, Walter B.
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Creushaw, Mrs. Leno Mae
Crow, Helen Marie
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Dunn, Danny
Eddington, Mrs. C. L.
Endy, David B.
Evans, Robert
Faught, Tom
Ferrool, Gasper & Jeannie
Fink, Harry
Finley, Kenneth
Flynn, Jack
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Fortner, Donald
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Franks, T. S.
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Howard, William V.
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Levioe, J.
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McCanless, Marvin (Skillo)
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Matthews, Scbarry
Mathews, Mr. & Mrs. Sport
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Rose, Mack
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Silcox, Mr. & Mrs. Joe
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Starr, Mr. & Mrs. Joe
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Pipes for Pitchmen

• Continued from page 61

her folks. Stover's partner of the last three months, B. V. (Spud) Murphy, left Waynesboro last week for the Florida and Georgia markets, as he found business in Virginia a bit on the cool side.

Five Years Ago In Pitchdom

Madaline E. Ragan piped in to say that she was recuperating in Troutdale, Ore., spending her time eating, sleeping, fishing and gaining weight. . . . T. D. Lance and his wife, Eunice, had their show in Southern Georgia. . . . Mary Ragan and Chet Wedge had their jewelry stand at celebrations in Oregon.

Dan Defoe, impresario of the pitch on Market Street, Philadelphia, quit the business after 30 years and retired to his estate in Pine Hill, N. J. To celebrate the occasion he had the families of 22 workers at Kim & Cioffi, carnival merchandise distributor, as guests for a 12-course dinner. It was reported that a great time was had by all.

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Say You Saw It in The Billboard

RAINY DAY DECISION:

Finance Student Doesn't Regret Investment in Bulk Vending Trade

By CAMERON DEWAR

BOSTON—Allan Gilbert, an enthusiastic young operator who, in three years, has built up A. G. Enterprises of Brookline to more than 300 machines, would seem to offer living proof that bulk vending is a sound business.

He had been thinking about the amusement park concession business when one rainy summer day in 1957 he came upon a bulk ad in The Billboard while waiting to talk with the manager of Paragon Park. Gilbert remembers it was raining that day almost two years ago, since otherwise he would have left and might never have picked up the publication.

He had a bit of cash burning a hole in his bank account, and wishing to put it to work, paid a visit to Al Horvit of American Nut & Chocolate Company here to talk about the ad. Horvit sold him a couple of machines and gave him a few hints on what he should and shouldn't do.

First Locations

Gilbert took the machines and went into the 5 and 10 where he succeeded in placing them. That was on Thursday, he says. "The next Monday I bought five more machines and while I found it wasn't as easy as I had imagined, I stuck with it and before too long I had 40 machines operating. I was on my way."

So well did the business go that he took a leave of absence from Boston University where was in his last year in the School of Business Administration. He previously had spent a couple of years at the Wharton School of Finance and Commerce in Philadelphia studying accounting. This training was to come in handy in setting up a sound business-like system.

Gilbert started out with gum and pistachio nuts and shortly had requests for other types of merchandise and expanded into tab and ball gum and charms. He also tried mixed nuts and a few jelly beans and found that as a small operator he was able to handle these economically in purchasing and servicing.

A COMPLETE PARTS shop room is maintained by Gilbert in his Volkswagen panel truck with machines getting whatever repairs are needed on the spot.

First Lessons

He began to react to the different types and saw that ball gum went best in drugstores and variety stores. Nuts had the best acceptance in barrooms and bowling alleys where older people gathered. He also found that he preferred ball gum against nuts because of the lower cost of servicing. He was beginning to learn from experience and it showed that on his route the ball gum machines took in twice as much as the nuts. He would have preferred to handle gum exclusively, but since there also was a call for the other type, it was necessary to handle the variety.

After a short time of servicing with his passenger car he bought a Volkswagen panel truck and found it "a fantastic asset" because of terrific mileage, easy access to merchandise, not to mention overcoming the problems of parking. He soon was able to bring more efficiency to bear with gum and charms by using space globes or service heads, thus making the job faster. With nut machines, he cleaned the globes and filled the machines right on location.

Gilbert sees to it that his truck never goes out unless there is at

(Continued on page 66)

ALLAN GILBERT, Boston bulk vending operator, finds the Volkswagen truck a tremendous asset in covering his route.

5 MILLION COPPERS

Abe's Beard Crimps '60; Penny Value Hikes

PHILADELPHIA — Bulk machine operators may not realize it, but one of those pennies taken in during their next collection may be worth a good deal more—$8 to be exact.

The reason: The U. S. Mint made an error in minting some of their pennies.

And don't shrug this off by saying "What chance do I have of landing one of them? There are probably only a couple of hundred in circulation." You'd be wrong.

Faulty Coppers

No less than five million of the faulty coppers got out before the mistake was discovered and new dies cast.

What is wrong with the pennies? It's the date. The "60" part of the year is smaller than the "19." Some say this was to squeeze it under Lincoln's beard.

The mint here put two million of the coins before the error was found while the Denver branch minted three million of them. The ones made in Denver can be distinguished by a small "D" following the date.

The $8 value tag was put on the "60" coins by numismatists, who claim they are "the hottest thing in the coin collecting business."

Experts point out that the coins minted in Philadelphia (without the "D") are more valuable than the ones produced in Denver, simply because there are less of them and therefore this makes them rarer.

Veteran coin collectors said they heard of no other occasion on which the entire die for a coin was recast in the 20th Century.

Small 60

Both mints are now turning out coins of the regular variety now. The ones with the "small 60" should prove to be collectors' pieces.

So the next time you make a collection, take a few extra minutes to look over your take. It might be worth your while.

Distribs Plan Miami Beach Fall Meeting

CHICAGO—It should be quite a gathering of bulk vending tradesters in Miami Beach this fall with the National Vending Machine Distributors being the latest group to announce a meeting simultaneously with the giant National Automatic Merchandising Association convention, October 29-November 2.

Also scheduled to meet in Miami Beach on the same date are the National Vendors Association directors with Leaf Brands also staging a sales meeting at the Carillon Hotel some time during the week-end.

The distributors will probably elect a new officer slate as the first order of business. Other subjects on the agenda will be exchange of credit information, discussion of new merchandising and sales meeting methods and a general exchange of information of what's going on in the industry in different sections of the country.

The distributor group's current officers have been strong favorites with the organization having served since the group's inception some three years ago. Moe Mandell, New York, is president; Jack Nelson, Chicago, is vice-president with Bernie Bitterman, Kansas City, serving as secretary-treasurer.

Bulk Banter

By NICK BIRO

Leaf Brands stole the local publicity beat last week with everybody buzzing about a new game—Scoobeedoo — being prepared by the firm for nationwide distribution. The item even hit Chicago's **Kup's Column.** The game is reportedly the rage in France and being manufactured in the Leaf plant in Ireland. Few comments so far from Leaf officials except to say the game has no connection with either bulk vending or the coin-amusement field.

Most of the Leaf hierarchy incidentally will be in Miami Beach for the October 29-November 2 **National Vendors' Association** board of directors meeting at the Carillon Hotel. Leaf will also stage a sales meeting simultaneously with the meeting. . . . The **National Vending Machine Distributors' Association** will also be meeting in the vacationland city at the same time.

Lyle Becker, Brillion, Wis., charm manufacturer, is tasting the political winds in Washington, D. C., being on hand for the National Candy Wholesalers' Association convention. . . . The 1961 NVA convention in Chicago, March 15-19, was carefully planned to not interfere with either the Easter or Passover holidays. The only holiday to fall during the convention is St. Patrick's Day and convention officials announced that **George Eppy** has already agreed to take care of this with a St. Pat's party.

Ray Van Toor, Badger Novelty Company, Milwaukee, notes the firm no longer carries bulk vending supplies tho it still distributes Northwestern machines. . . . **Jack Nelson,** Logan Distributing Company, Chicago, has been having a busy time traveling the Midwestern territory, setting up sales for its new line—DuGrenier cigarette and candy machines. **Richard Gibbs,** DuGrenier sales manager, accompanied Nelson on the initial phase of his trip some weeks ago.

when answering ads . . .

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Robin Jewel Ring

• A beautiful stone set in a brilliantly metal plated ring.

• Available in gobs of dazzling colors.

VENDS PERFECTLY IN ALL MACHINES

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6-COL. STONERS, CANDY (post war—capacity 102)	115.00
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We carry a full line of Coffee and Milk Machines at reasonable prices.

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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Pistachio Nuts, Vendor's Mix	.61
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.38
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	$ .30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32

300 lb. minimum prepaid on all Rain-Blo Ball Gum.

Adams Gum, all flavors, 100 ct. ...$	.45
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Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

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IMMEDIATE DELIVERY on the New Northwestern SUPER SIXTY

This capsule vendor is truly the most accurate on the market. Handles all size capsules without "skipping," breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 5c, 10c or 25c Mechanisms

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30,000 TOTAL ASSORTMENT FOR $75.00
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GIVE TO DAMON RUNYON CANCER FUND

Parent Psychology Is Key for Denver Op's Toy Shop Location

DENVER—Looking at the location from a parent psychology standpoint rather than that of the children in planning toy store locations has paid excellent dividends for Kap's Vending Company here.

Lou Malone, owner, has made the most of toy stores everywhere in Denver and invariably spots three-machine stands near the store entrance, usually to the right, where entering customers will see the machine both on entering and leaving.

Each of the triple-header stands offers, three choices, usually jelly beans, confection mix and ball gum. Malone uses his most colorful machines in such spots, those in bright yellow, red and orange, to attract a maximum amount of attention.

Psychology enters into the picture, according to the young operator, because most youngsters brought into the toy store by their shopping mothers immediately clamor to buy everything in sight.

Among other problems they are likely to begin handling all of the toys they could reach, much to the dismay of parents and store personnel alike.

Consequently, mothers welcome the vending machine as a temporary stop-gap to still their children's clamoring and to keep them occupied, at least momentarily.

Gifts

This is particularly important where the shopper has come in to pick up gifts for a forthcoming birthday or other holiday and brings the children along. Putting two pennies into the vending machine and letting youngsters indulge a sweet tooth, will take their minds off the toys, at least temporarily, and has the added benefit of keeping them quiet at the same time.

Sales from toy store locations, according to Malone, are among the best on the routes, even tho there is lighter traffic in toy stores than in such locations as busy service stations.

A typical such location is Richard's, a big toy store in suburban Aurora, Colo. Here, in a relatively small suburban community, three venders near the door have hit the high average of being patronized by at least five out of every 10 customers who come in, either because the youngsters spot the machines at once and set up a clamor for some candy or because their parents go thru the appeasement cycle described above.

Student Invests in Bulk Vending

• Continued from page 64

least one complete machine ready to exchange or pull parts off, altho he says the machines usually stand up well and need few parts.

Alarm System

An alarm system has been fitted to the truck so that when an unauthorized person opens a window or door, it sets off a siren loud enough to scare away most tamperers. He also has a vender's safe which enables him to deposit coins without having to open the safe. One form of advertising he does not believe in is lettering on the truck. This, he thinks, is an open invitation to thieves.

He has devised a special method of keeping track of refilling and believes the system will work where a route is fairly concentrated, such as his is in the Greater Boston area. No two locations are more than 10 minutes apart, and it is possible for him to hit each one just before the machine is empty.

Card System

He uses a card system with a card for each machine. If a location has six machines, it will be represented by six cards. Each time a machine is serviced the card comes in and Gilbert estimates how long it will take for the machine to empty again.

The card is replaced in the file which is broken down into weeks, usually dated ahead as far as 20 weeks. As the weeks fall due he takes the cards out and arranges them in the most convenient travel pattern, using a city map. This is possible only with the concentrated route. The outlying calls are serviced on a monthly basis and kept in a separate file.

Personal contacts and keeping track of the turnover in store ownership as well as plenty of solid canvassing is his system of getting new locations. One gimmick that has proved successful is the use of attractive decals on the machines. These have brought calls from many prospects. Another idea of Gilbert's is to keep the machines as close to the cash register as possible to soak up the odd pennies and nickels. Also good for promoting business, he feels, is to pass out a free gum ball to anyone within reach when he is refilling.

Personal Contact

"But, says Gilbert, "nothing can replace personal contact and the power of personality." He believes a sort of social call now and again is an excellent means of cementing a friendship strong enough to insure the location. On one occasion he was absent for almost two months during which he lost a dozen spots but regained them with his formula.

"Even in a stop where a machine isn't doing too much business the location owner is willing to put up with a lot if he likes the operator," Gilbert says. "Machines can be lost by pirating, rosy promises and such,

(Continued on page 78)

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A show piece, designed for those choice locations. Fast Play — Big Profits — Holds two cases of Century 100-Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 15½"x15½"x48" high.

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Dimensions: 26½" high, 6" wide, 4" deep.
Refuses coin when empty.
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FOLDER TYPE STAMP MACHINE
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Two 4¢ Stamps for 10¢ and four 1¢ stamps for 5¢. ABT Coin Mechanism.
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Vends package of 6 Cards for 5¢.
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Coin Business Healthy But Ops Have Complaints

NOTHING IN SIGHT THIS SUMMER

New Compact, Low Cost Coin Game Could Score High in Tavern Spots

By KEN KNAUF

CHICAGO—Some striking advances have been made in the coin amusement machine world in recent months, but the industry's greatest need is still unanswered: Lack of a new, compact game which can be operated in all areas in all types of locations.

As far as can be determined, no such game has yet begun to shape in coin game manufacturing plants.

Biggest demand for such a game comes from the nation's taverns. The fact that such "old-timers" as shuffle bowlers and miniature pool games are still bringing in top receipts in many areas despite the fact that they have been around for many years, augurs well for the kind of business that could now be done with a hot, new attraction.

New Looks

Among the most talked-about changes in the coin amusement industry this year have been Williams Electronic Manufacturing Company's radically new pinball cabinet and United Manufacturing's new Bowlarama, giant-sized coin alley game due to ship soon. Bally Manufacturing Company has also added a new dimension—its one-ball pin game line.

But, however, successful these new amusement ideas may be, they still fall short of answering the need for an all-round amusement device that can be installed in any location.

Is the emergence of such a game too much to hope for? Not if it is considered that every "standard" amusement machine now in operation—the shuffle bowler, the electric rifle, the miniature pool table, the pinball, the baseball game, the coin-operated pony ride—all were once just potential attractions, ideas on drawing boards.

Idea Shy

In recent years manufacturers have seemed reluctant to experiment with new ideas. Instead, they have concentrated on building on the old rather than creating the new. Great strides have been made in the bowling game field, the shuffle field, the pin game area and the gun game line. There have even been interesting combinations of shuffles and guns, pool and shuffleboard, and other hybrids.

But as prices inevitably increased with the improvements made on each type of game, the average operator was left farther and farther out of the picture. Operator reluctance to try out new ideas in games, of course, undoubtedly played a part in the new game spiral.

With new types of locations opening up to game operators every day, and battery installations of ball bowlers and pin games growing more and more popular at the nation's funspots, these "old standard" games have an expanding field before them. But, at the same time, the greatest single type of location remains the tavern. And the taverns remain largely neglected.

Kansas Suit May Determine Constitutionality of IRS Rule

By ROGER MYERS

TOPEKA, Kan. — New legal moves have been started by a Kansas amusement firm operator in his fight to get a federal regulation against certain types of pinball machines declared unconstitutional.

The regulation brands all pinball machines with "certain characteristics" as gambling devices and makes them liable for a $250 tax stamp in Kansas.

The outcome of the suit probably will set a precedent for attorneys and federal judges over the country to follow.

The suit against the regulation, filed by Stanley Tennant, of Fort Scott, Kan., is one of about four contesting the regulation now before courts in Pennsylvania, Arkansas and Kansas.

However, Tennant's suit is unique in that it attacks the regulation in a more clear-cut fashion; one that should produce a quick ruling on whether the regulation should be allowed to stand.

The regulation under attack, issued September 9, 1959, says a pinball machine is automatically a gambling device if it has:

1. "A pushbutton or other device for releasing free plays and a meter for registering plays so released, or

2. "With a provision for increasing odds."

Tennant's attorney, Ernest Rice, of Topeka, paid the $250 tax on one machine last Tuesday. Friday (5) he filed a claim for refund of the tax with the Kansas District of Internal Revenue on grounds that it is an unjust tax.

If Rice's claim is denied he will file suit here in the Federal Court for the District of Kansas on grounds that the regulation forces payment of an unjust tax.

Tuesday (2), Rice said both the United States District Attorney's office here and the District Director of Revenue office have assured him the claim will be turned down. So trial of the suit in Federal District Court is a certainty.

Rice said he has a preliminary draft of the complaint he intends to file in Federal Court already drafted. He said he expects the denial to be issued Monday (8).

"I'll file the complaint as soon as I get word the refund claim has been turned down," Rice said, "which probably will be late Monday or on Tuesday."

Tennant's original suit was filed in Federal Court here last November. It asked two things:

1. That the regulation be found unconstitutional on grounds it provided for unlawful seizure of private property; and

2. That a temporary injunction be granted to prevent Income Tax agents from seizing any of the machines until the court made its ruling.

Rice and government attorneys met this spring before Federal District Judge Arthur J. Stanley Jr. to argue the injunction.

U. S. attorneys protested that Rice's request for an injunction was out of order; that he had not used all the legal remedies available.

Judge Stanley took the case under advisement and gave each side

(Continued on page 72)

United Launches Big Bowler Production

CHICAGO — The long-awaited production of United Manufacturing Company's Bowlarama—giant-sized coin bowling alley—is under way.

Bill DeSelm, United sales chief, said last week that the game had been location tested and was "about ready to ship." Actual shipment date was to be set late in the week.

Commenting on the lengthy interval between the game's first public showing at the Music Operators of America convention here last May and the August production period, DeSelm said, "We weren't actually ready to release the game right after the show, but we couldn't disappoint prospective customers who wanted to see it."

Featured on the new, longer, wider alley is a different type of 10-pin system. Pins are suspended and are held to the alley board magnetically and released as the ball hits them. (The Billboard, May 16).

Some changes have been made in the game since hundreds of coinmen viewed it at the MOA meet. Most changes are internal, but newly added is a flourescent canopy that lights up the backbox when the game is idle.

Action has been speeded up. The game now boasts a "minimum delay" between coin insertion, start of play and between frames.

No Sales Switch

DeSelm said the game will be shipped and distributed in the same way as other United products. None of the big, new models will be sold direct despite the fact that the game will probably attract some "new blood" buyers.

But, DeSelm explained, distributors will be presented with some fresh ideas in sales strategy on this model. New potential locations not normally contacted by operators of regular-sized coin games will undoubtedly be approached.

Since the game is much bigger, higher priced and features a different style of play, it is likely that such locations as amusement parks, funspots and high-traffic amusement centers will be prime sales prospects. Most tradesters feel that

(Continued on page 73)

STEREO AND 33'S ARE BIG 'IFS'; NEW GAME SOUGHT

By NICK BIRO

CHICAGO—Several conclusions are apparent from reports on juke box and game business conditions thruout the country. As is traditional, collections mirror the local economic scene.

Cleveland and Gary for example, both big steel cities, are feeling a pinch caused by under-capacity plant production. Birmingham, Ala., on the other hand, has had a good business year and operators have profited accordingly.

So the story goes thruout the country—good business in some areas, drop in collections up to 30 per cent in others.

But generally the temper of the industry appears optimistic. Distributor sales are high—even in areas where operator collections are off.

Games

In the game field—operators are crying for something new. And all are unhappy about the decline in in-line business. Some are making up for it with other legal games, others are turning to music or even some other means of diversification like cigarettes or background music.

In the juke box industry—the big question centers around stereo and the new 33-single. Biggest operator complaint so far is the shortage of records—and all are wondering if the 33-speed disk will become the industry standard. Many operators feel they got burned in waiting too long in changing from 78's to 45's and they don't want to make the same mistake with 33's. But are 33's taking over? Most operators don't know and they're very cautious.

One manufacturer—Seeburg—has committed its whole sales program to promoting the 33-speed disk and Seeburg's own Artist of the Week plan. Seeburg distributors are expressing understandable optimism in its success.

Others Cautious

Other distributors—and just as understandably—are more cautious. AMI distributors, who have a kit for $20 to permit playing their machine at 33 speed, note a reserved attitude on the part of the trade. To date, sales of the kits have been negligible.

This, however, has little bearing on the future or even on what operators think about the future since the kits can be bought at any time and easily put on. Operators could logically be holding off now, while supply of 33-speed singles is limited, fully prepared to buy if and when the 33 singles become a factor.

Other manufacturers' distributors have noted they likewise would have kits available and it's safe to say that if 33's become a factor all manufacturers will get on the bandwagon.

Stereo

Stereo is being looked upon by most operators with disappointment. Increased installation costs and shortage of records are the most common complaints. Few if any note any increase in collections either. On the other hand, the operators feel it is the latest in equipment and something they have to buy to stay competitive.

As for business, operators are now aiming for the fall. Most expect a pickup in the nation's economy and a resultant increase in juke box and game business. Distributors too are expecting to finish off the year strong.

Following is a report from Billboard editors and correspondents in key U. S. market areas. Here's the situation in each area.

Chicago Distrib Sales Up

Judging from distributor sales, the Chicago juke box business picture is a healthy one. A spot check indicates that sales for the summer are about even with last year and distributors are pointing toward a good autumn.

One distributor, World Wide, the Rock-Ola outlet, even noted that over-all volume for the year is about 20 per cent ahead of 1959 tho summer sales have tapered down to where they're even with the previous year. The firm is expecting a good autumn to give it a strong finish.

Interestingly enough, the big current sales pitches, stereo and the 33-speed single, are receiving only casual mention from the trade.

Seeburg

Only exception is Atlas, the local Seeburg outlet, which is strong on promoting its Artist of the Week program with stereo and the 33-speed single. Atlas official Harold Swartz notes that about 90 per cent of the firm's sales are of the Seeburg stereo phonograph with only 10 per cent of sales being of the firm's monaural model.

Swartz said that Atlas sales are about comparable with the previous year and that the firm was expecting an even better fall. Main reason for this is the increased production by record companies of 33-speed stereo singles and more and more participation by the various companies in the Seeburg Artist of the Week program.

Swartz estimated that there were more than 300 Artist of the Week phonographs in the city.

Not Others

Other distributors, however, aren't quite as enthused about stereo, with most regarding it as something the operators are buying to stay competitive. Biggest criticism is the increased cost of installing a stereo system properly and the shortage of stereo records.

Len Micon, of World Wide, went so far as to say that up to now stereo for the operator was a big flop. Rock-Ola, incidentally, makes an all-stereo line. Its current machine is equipped with dual amplification and a stereo pickup enabling it to play both monaural and stereo records interchangeably. However, Micon noted most phonographs were playing all monaural programs.

Micon criticized both quantity and quality of stereo disks available,

(Continued on page 70)

The Billboard's Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

D-40 (40), 1951	$ 95
D-80 (80), 1951	150
E-40 (40), 1953	145
E-80 (90), 1953	185
E-120 (120), 1952	200
F-120 (120), 1954	335
F-80 (80), 1954	315
G-80 (90), 1955	380
G-120 (120), 1958	375
G-120-1 (120), 1958	290
G-200 (200), 1958	395
G-200-1 (200), 1959	365
G-200-2 (200), 1959	365
G-200-2 (200), 1958	385
G-200-4 (200), 1959	380
G-200-5 (200), 1959	280
H-200 (200), 1959	575
H-120 (120), 1959	520
H-100 (100), 1959	460
H-200M (100), 1957	480
I-200 (200), 1957	880
I-200 (200), 1959	830
I-120 (120), 1957	600
I-100 (100), 1957	575
I-200M (200), 1959	580
J-200 (200), 1958	820
J-120 (120), 1958	775
J-100M (100), 1958	835
J-200M (200), 1958	715
J-120 (120), 1959	745
J-100 (100), 1958	825
J-200 (200), 1959	795

ROCK-OLA

1438 (120), 1953	$ 95
1439 (120), 1954	215
1449 (120), 1955	255
1449 (120), 1959	370
1450 (120), 1957	295
1454 (120), 1957	430
1455D (200), 1957	470
1455S (200), 1957	490
1459 (120), 1959	890
1485 (200), 1959	595
1499 (120), 1958	720
1489 Stereo (120), 1959	795
1475 (200), 1959	795
1479 Stereo (200), 1959	995

SEEBURG

M100B (100), 1950	$ 220
M100C (100), 1952	285
100W (100), 1953	330
HF100G (100), 1953	370
HF100R (100), 1954	480
V200 (200), 1955	320
100J (100), 1955	919
K200 (200), 1957	535
L100 (100), 1957	580
201 (200), 1959	920
181 (190), 1958	785
101 (100), 1959	730
220 (100), 1958	870
200S (100), 1959	979
200SR (100), 1959	910
222 (190), 1959	920
222DH (190), 1959	995
222DHR (180), 1959	990

WURLITZER

1250 (49), 1950	$ 50
1400 (49), 1951	90
1500 (104), 1952	75
1500A (104), 1953	110
1800A (49), 1954	170
1700 (104), 1954	265
1900 (104), 1959	345
1900 (104), 1958	455
2000 (200), 1958	430
2100 (200), 1957	$ 580
2150 (200), 1957	510
2250 (200), 1958	830
2204 (104), 1958	885
2200 (200), 1958	860

BOWLERS & SHUFFLES

BALLY

ABC Super-Deluxe Bowler 9/57	$ 305
ABC Bowling Lanes 12/59	220
ABC Bowler 7/55	230
ABC Champion 9/57	425
ABC Tournament 9/57	335
All-Star Deluxe 2/59	120
All-Star Bowler 12/57	110
Bally Shuffle 1/58	45
Blue Ribbon 4/55	195
Club Bowler 2/58	475
Challenger 9/59	935
Congress Bowler 7/55	245
Deluxe Club Bowler 3/59	540
Gold Medal 4/55	135
Jumbo Bowler 9/55	265
King Pin Bowler 8/59	250
Lucky Alley 9/58	550
Lucky Shuffle 8/59	415
Monarch 11/58	510
Pan American 8/59	675
Star Shuffle 9/59	370
Strike-Bowler 11/57	290
Super Bowler 1/59	120
Trophy 4/59	485

CHICAGO COIN

All Star Team Bowler 11/55	$ 110
Blinker 9/55	180
Bonus Score 5/55	150
Bowl Master 7/59	485
Bowling Team 10/55	140
Bull's-Eye Bowler 7/59	195
Championship 11/58	280
Bowling League 7/57	215
Criss Cross Target 1/55	50
Double Feature 12/59	415
Hollywood 4/55	170
King Bowler 3/58	730
Lucky Strike 1/59	330
Miami Shuffle 10/58	40
Monte Carlo 1/59	75
Player's Choice 9/59	555
Rebound Shuffle 11/59	80
Red Pin 3/59	485
Rocket Ball 2/59	185
Rocket Shuffle 2/58	125
Rocket Shuffle Two-Player 4/58	195
Score-A-Line 8/55	155
Shuffle Explorer 9/59	195
Skee Roll 1/57	100
Star Rocket 9/59	305
Tournament Ski Bowl 12/58	140
Triple Strike 1/55	125
TV Bowling League 11/57	280
Twin Bowler 10/59	520

UNITED

Advance 8/58	$ 885
Atlas Shuffle Alley 8/58	415
Bonus Bowling Alley 3/58	555
Bowling Alley 11/56	250
Build-Up 5/59	185
Capitol Shuffle Alley 8/55	$ 225
Clipper 4/55	200
Cyclone 10/58	400
Deluxe Bowling Alley 7/57	270
Deluxe Flash 8/58	445
Deluxe Shooting Star 8/59	140
Dual Shuffle 1/59	480
Duplex 11/58	885
Eagle Shuffle Alley 5/58	390
Flash 8/58	490
4-Way 11/58	595
Handicap 11/58	975
Handicap 8/58	265
Hi-Score 8/57	225
Jumbo Bowling Alley 8/57	480
Jupiter Shuffle Alley 9/58	185
League Alley 8/58	720
Lightning 2/55	145
Midget Bowling Alley 3/58	135
Niagara 11/58	400
Playtime 8/58	585
Pixie Bowler 7/58	200
Regulation 11/55	275
Royal Bowling Alley 12/57	285
Select Play 9/59	205
Shooting Star 4/58	155
Simplex 4/58	495
Six-Star 11/57	340
Super Bonus 8/55	215
Team-Mate 12/58	775
2-Way 9/58	545
Top Notch 11/55	270
Venus 4/55	155
Zenith 5/59	470

PINBALLS

BALLY

Balls-A-Poppin 10/58	$ 95
Ballerina 8/58	590
Bally U.S.A. 7/58	140
Beach Beauty 11/55	75
Beach Time 9/58	280
Big Show 9/59	100
Broadway 12/55	80
Carnival 10/57	105
Carnival-Queen 11/58	335
Circus 8/57	80
County Fair 11/59	895
Crosswords 1/58	140
Cypress Gardens 5/59	215
Double Header 8/59	105
Fun-Way 8/59	415
Gay Time 8/55	50
Gayety 4/55	40
Key West 12/59	95
Lotta Fun 9/59	415
Miami Beach 9/55	80
Miss America 1/58	180
Night Club 3/58	75
Parade 9/59	70
Show-Time 4/57	115
Sun Valley 7/57	195
Sea Island 2/59	505

GOTTLIEB

Ace High 2/57	$ 105
Add-A-Line 7/55	95
Annabelle 8/59	260
2 Around the World 7/58	345
2 Atlas 5/58	330
Auto Race 9/58	90
2 Brite Star 4/58	235
4 Contest 10/58	335
2 Continental Cafe 7/57	150
Criss Cross 2/59	$ 170
Derby Day 5/59	75
2 Double Action 1/59	205
2 Duette 3/55	85
Easy Aces 12/55	75
2 Fair Lady 11/59	120
4 Falstaff 11/57	270
2 Flag-Ship 1/57	195
Frontiersman 11/55	85
2 Gladiator 1/59	120
2 Gondolier 8/58	270
Gypsy Queen 2/55	85
Harbor Lites 3/58	75
Hi Diver 4/59	225
4 Jubilee 5/55	195
Lightning Ball 12/58	280
2 Mademoiselle 11/58	370
4 Majestic 4/57	270
2 Marathon 11/55	120
2 Picnic 8/59	295
Queen of Diamonds 9/59	265
2 Race Time 2/59	300
Rainbow 12/59	105
4 Register 10/59	120
Rocket Ship 5/59	175
Roto Pool 7/58	190
Royal Flush 5/57	120
2 Sea Belles 8/58	125
Silver 10/57	175
Sittin' Pretty 11/59	215
Southern Belle 9/55	60
Sluggin' Champ 4/55	75
Straight Flush 12/57	180
Straight Shooter 2/59	225
Sunshine 8/59	210
4 Score-Board 4/58	75
2 Super Circus 9/57	228
4 Sweet Sioux 8/59	410
2 Toreador 8/59	120
Twin Sill 1/55	60
Universe 10/58	280
2 Whirlwind 2/59	235
Wishing Well 9/55	80
World Champ 9/57	110

UNITED

Brazil 9/59	$ 55
Caravan 1/59	55
South Seas 5/59	80
Stardust 4/58	80
Manhattan 3/55	50
Monaco 7/56	50
Playtime 8/57	100
Pixies 9/55	95
Starlet 11/55	60
Triple Play 9/55	75
Tropicana 1/55	55

WILLIAMS

Arrow Head 7/57	$ 100
Casino 9/58	155
2 Circus Wagon 10/55	100
Club House 10/59	195
Crossword 5/59	185
Cue Ball 4/57	100
2 Fiesta 12/59	310
4-Star 7/59	145
4 Fun House 10/58	80
4 Gay Paree 9/57	110
Golden Bells 9/59	225
Gusher 9/59	155
Hi-Hand 8/57	140
Hot Diggity 8/59	100
Kings 8/57	100
Jig Saw 12/57	125
2 Naples 9/57	140
Perky 11/58	75
Peter Pan 4/55	75
2 Piccadilly 8/56	70
4 Race-the-Clock 4/55	70
Regatta 10/55	$ 70
Rocket 11/59	205
Satellite 8/58	150
Sea Wolf 7/58	180
2 Shamrock 1/57	130
Smoke Signal 8/55	70
Soccer Kick-Off 3/58	130
Spot Pool 8/58	190
Starfire 3/57	120
Steeple Chase 11/57	115
Super Score 9/59	80
4 Surf Rider 7/59	90
2-D 11/58	145
Three Deuces 9/55	80
Tic-Tac-Toe 1/58	180
Tim-Buc-Tu 1/58	80
Top Hat 2/58	140
Turf Champ 8/58	175
Wonderland 5/55	115

ARCADE & NOVELTIES

All-Star Baseball (Wms.) 4/54	$ 80
Aqua Duck (Coins) 2/55	145
Auto Photo, Model 9	1,215
Auto Photo, Model 11	2,025
Auto Test (with sound) (Cap.) 9/59	940
Auto Test (without sound) (Cap 9/59	550
Auto Test Turnpike Tournament (Cap) 4/58	1,295
Balloonomat (Cap) 12/54	85
Bang-O-Rama (Muto) 4/57	75
Bat-A-Score (Evans) 2/54	80
Batter Up (CC) 4/59	180
Big Inning (Bally) 5/58	200
Big League (Wms) 9/54	70
Big League Baseball (CC) 5/55	105
Big Top (Gen) 11/54	205
Bike Race (Mun) 5/58	490
Bing-O-Rama (Sci) 2/55	370
Bull's-Eye (Bally) 3/55	170
Burp Gun (Dale) 5/57	270
Carnival Gun (Un) 10/54	145
Champion Baseball (Gen) 7/55	95
Circus Rifle Gallery (Gen) 3/57	220
Coon Hunt (Seeb) 2/54	125
Crane (Wms) 2/59	95
Criss Cross Hockey (CC) 9/58	210
Cross Country (Keen) 1/58	75
Crossfire (Wms) 3/57	250
Dale Pom Pom (Dale) 4/59	390
Davy Crockett (Gen) 10/59	170
Deco Grandma (Deco) 8/54	215
Deluxe Crusader (Wms) 5/58	390
Deluxe 4-Bagger (Wms) 3/58	185
Deluxe Ranger (Keen) 3/55	150
Deluxe Skill Parade (Bally) 1/58	145
Deluxe Skill Parade (Bally) 1/59	190
Deluxe Vanguard (Wms) 10/59	$ 345
Derby Roll (Un) 5/55	90
Deuces Wild (Kaye) 10/59	100
Drivemobile (Muto) 9/54	210
Dodge City (Fran) 12/59	110
Golf Champ (Bally) 8/58	145
5th Inning (Un) 8/55	125
Horoscope Fortune Teller (Gen) 9/57	200
Grandma Fortune (Gen) 5/58	140
Gun Club (Gen) 1/59	315
Gunsmoke (Bally) 4/58	290
Heavy Hitter (Bally) 3/59	225
Hercules (Wms) 3/59	385
Hi-Fly (Gen) 4/58	80
Hindu Fortune Teller (Mun) 11/54	500
Hydro Duck (B&W) 10/54	110
Jet Fighter (Wms) 10/54	115
Jr. Auto-Test (Cap) 12/58	220
Jumbo Ten Pins (Wms) 3/58	125
Jumbo Ten Strike (Wms.) 2/59	125
Jungle Gun (Un) 7/54	100
Jungle Hunt (Exhib) 7/54	200
Jolly Joker (Wms) 10/55	70
Kaye Hockey (Kaye) 58	195
Kiss-O-Meter (Exhib) 12/56	135
King of Swat (Wms) 9/55	140
League Leader (Keen) 4/58	125
Lucky Horoscope (Mar) 12/56	45
Major League (Wms) 4/54	75
Match Pool (Gen) 8/55	95
Model 500 Shooting Gallery (Exhib) 3/55	105
Mookey Climb (IEC) 2/55	290
Motorama (Gen) 10/57	190
1957 Baseball (Wms) 4/57	215
Pan-O-Rama 800 (Cap) 12/58	255
Peep Barrels (Exhib) 12/59	95
Peppy the Clown (Wms) 12/58	195
Photomatic (Muto) 2/54	270
Pinch Hitter (Wms) 3/58	355
Pirate Gun (Un) 10/58	230
Polar Hunt (Un) 4/55	210
Quarterback (Gen) 8/55	70
Ranger (Keen) 3/55	140
Red Ball (Mid) 5/58	335
Rifle Gallery (Gen) 8/54	125
Rock 'n' Roll (Muto) 5/58	45
St. Christopher (Muto) 12/58	200
Safari (Wms) 1/55	$ 175
Satellite Tracker (B-L) 12/59	470
Scramball (Keen) 9/59	35
Shooting Gallery (Exhib) 5/54	85
Shortstop (Wms) 4/59	275
Sidewalk Engineer (Wms) 4/55	85
Sky Raider (Un) 10/58	270
Sky Rocket (Gen) 9/55	130
Softball League (Exhib) 12/57	370
Space Age (Gen) 3/59	195
Special Deluxe Baseball (Wms) 1/54	65
Space Gunner (Bally) 9/58	305
Spook Gun (Bally) 8/59	280
Sportland Shooting Gallery (Exhib) 11/54	85
Sportsman (Keen) 11/54	100
Star Slugger (Un) 4/59	120
State Fair (Gen) 12/95	290
Steam Shovel (CC) 9/59	105
Super Big Top (Gen) 12/55	260
Super Home Run (CC) 3/54	80
Squoits Water Polo (Aqua) 5/57	355
Super Slugger (Un) 7/55	110
Super Star Baseball (Wms) 1/54	95
Super Pennant Baseball (Wms) 1/54	70
Swami (Muto) 4/55	545
Target-Roll (Bally) 1/59	120
Ten Pins (Wms) 12/57	125
Ten Strike (Wms) 12/57	135
Test Pilot (Cap) 12/57	470
3-D Kiddie Theater (Rite) 3/94	140
10 Commandments (Muto) 12/57	200
3-D Theater (Rite) 3/54	160
2-D Pix (Cap) 2/54	175
Treasure Cove (Exhib) 7/55	190
Twin Hockey (CC) 5/58	175
Two-Player Basketball (Gen) 3/54	135
United Deluxe Baseball (Un) 2/59	280
Vacuumatic Card Vendor (Exhib) 5/54	150
Voice-O-Graph (Muto) 2/57	860
Voice-O-Graph (Muto) 11/54	280
Wild West (Gen) 2/55	195
Yankee Baseball (Un) 2/58	300
Zig-Zag (M&T) 9/54	10
Zipper (Binks) 1/54	15
Zodiac Chart (Mun) 12/55	55

auxiliary speakers can increase your take up to 50%*

"The latest change we are making from one end of the route to the other is the installation of auxiliary speakers . . . the reason for this is that we are primarily music salesmen . . . the public must hear what it considers to be pleasant sounding music before they patronize the machine. Several tests . . . proved that a location with music at the same volume for *everyone* in the place . . . invariably increases the play on the machine. I do know that with our auxiliary speaker program nearing completion, collections have increased as much as 50%. An old or regular location can be surveyed for additional speakers, remote control facilities, possibly a new machine with the result bringing a happy location owner, more money in the box for all concerned, and in many instances, more business for the location itself."*

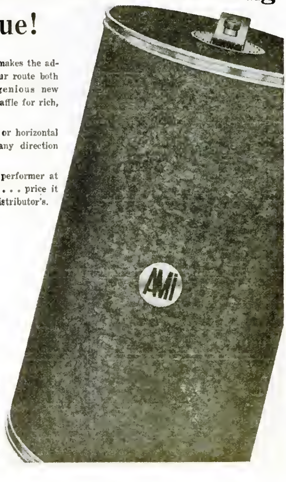
* REPORTED BY A SUCCESSFUL OPERATOR IN THE FEBRUARY 20TH ISSUE OF "CASH BOX."

...and AMi offers the outstanding speaker value!

The AMI EX-600 wall speaker makes the addition of auxiliary speakers to your route both practical and profitable. The ingenious new cylindrical design forms an ideal baffle for rich, full-range sound reproduction.

It is easily mounted in vertical or horizontal position and may be aimed in any direction after mounting.

The EX-600 is an outstanding performer at a surprisingly low price. Hear it . . . price it . . . prove it . . . at your AMI distributor's.



another aid to profit from

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Coin Machine Exports

April, 1960

Country	New Phonographs No.	New Phonographs Value	Used Phonographs No.	Used Phonographs Value	Amusement Games No.	Amusement Games Value	Totals No.	Totals Value
W. Germany	698	$ 485,104	22	$ 11,039	145	$ 51,331	865	$ 547,474
Belgium	255	156,168	281	90,970	1,089	75,722	1,625	322,860
U. Kingdom	135	95,517	6	1,294	1,148	141,670	1,289	238,481
Canada	93	62,907	—	—	515	52,196	608	115,103
Mexico	1	1,050	9	3,295	831	99,227	841	103,572
Venezuela	52	42,494	—	—	49	16,628	101	59,122
Australia	—	—	48	17,075	232	38,053	280	55,128
Denmark	43	31,900	—	—	19	9,233	62	41,133
Phil. Rep.	17	14,201	15	5,900	40	18,459	72	38,560
Switzerland	65	31,810	—	—	9	3,580	74	35,390
Netherlands	10	8,000	47	13,215	28	3,716	85	24,931
Sweden	12	8,390	—	—	32	11,391	44	19,781
Lebanon	—	—	3	1,320	218	15,772	221	17,092
Italy	60	17,082	—	—	—	—	60	17,082
Nicaragua	17	12,938	4	2,946	—	—	21	15,884
Other Countries	132	105,199	102	20,732	91	29,522	325	155,453
Totals	1,590	$1,072,760	537	$167,786	4,446	$566,500	6,573	$1,807,046

U. S. Exports Run Heavy Thru April

CHICAGO—U. S. coin machine exports remained well above the 1959 level in April, altho they dropped from the March level, breaking a three-month-in-a-row climb.

U. S. Department of Commerce figures show juke box and coin game shipments totaled 6,573 units for a dollar volume of $1,807,046. This compares with a monthly average of $1,567,305 in 1959, and with a run of $1,873,006 on 6,398 units the month previous.

New phonograph shipments hit $1,072,760 in April, compared to $1,076,781 in March. Used phonographs notched $167,786, compared to the $165,452 March level. But games slipped from $630,773 in March to $566,500.

The same four leaders—West Germany, Belgium, United Kingdom and Canada—topped the export orders in April as in March. But Mexico climbed the ladder from 17th to fifth on the strength of a solid run in coin games. Australia also continued her surge as an export market, pulling up to seventh place just behind Venezuela.

West Germany easily topped the markets for new phonographs, taking $485,104 worth. Only other market above $100,000 here was second-ranked Belgium. Belgium ranked first in used phonograph orders, bringing in $90,970 worth. No other solid market for used phonographs developed in April.

The United Kingdom took the most coin games, a run of $141,670. Other heavy markets in this category included Mexico's $99,227, Belgium ($75,722), Canada ($52,196) and West Germany ($51,331).

Of the 15 leading markets for U. S. machines, six were European, three Latin-American, two Scandinavian, and the remaining four markets were at scattered points of the globe.

Vending machine shipments in April (not shown on chart) totaled 2,583 units valued at $318,602, compared to the March run of 2,141 units at $322,035.

New Juke Curfew In Morehead, Ky.

MOREHEAD, Ky. — A curfew has been placed on juke box playing by the City Council here. A new ordinance, effective immediately, provides that coin-operated machines may be played only between 8 a.m. and 11 p.m.

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LOS ANGELES

Charlie Kanter On the Mend

CINCINNATI—Charlie Kanter, operator of Ace Sales Company here and former president of the Cincinnati Automatic Phonograph Owners' Association, who has been in Jewish Hospital here since April 1, is reported on the mend and is expected to return to his home here within two weeks. Kanter underwent two major operations.

During his confinement his business has been handled by his wife, Sarah, and son, Leonard.

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TEXAS

W. McCarthy, Up-State N. Y. Coinman, Dies

HURLEYVILLE, N. Y. — William (Mac) McCarthy, a respected figure in the entire New York State juke box fraternity, and co-owner here with his wife of Catskill Amusements, died in Monticello Hospital early Wednesday (3). McCarthy would have been 56 years old August 29.

The veteran operator had been hospitalized here last week following what appeared to be a stomach disorder which he contracted Tuesday evening (26). Later, the condition was diagnosed as a mild heart attack. Death came unexpectedly in the hospital following seven days of satisfactory recuperation from the original attack.

McCarthy was a member of the New York State Coin Machine Association, the New York Operators Guild, the Sullivan County Operators Association and the Music Operators of America. He was a member of the Hurleyville Chamber of Commerce, the Hurleyville Fire Department and the Lock Shildrake Rod and Gun Club. He was also a charter member of the Ellenville Elks Club. McCarthy was always known to his friends as a civic-minded man and a good church man.

Funeral services were set for Saturday (6) at 11 a.m. at St. Mary's Church, Hurleyville. McCarthy is survived by his widow, Amelia (Millie) McCarthy, a highly active participant in coin machine affairs in her own right; two sons, Robert (20), a student at the University of Pennsylvania; Victor (17), a high school student here, and two daughters, Kathleen (13) and Nancy (10).

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Chicago Distrib Sales Up

• Continued from page 67

noting that few operators were able to fully utilize their stereo machines. He pointed out that country and western spots, for example, were some of the best juke box locations and yet the number of stereo records in this field was negligible. He said operators were, however, required to buy a stereo machine to stay competitive.

Expect Kit

Commenting on the 33-speed singles, Micon predicted that Rock-Ola would introduce a kit—probably this fall—permitting operators to convert their machines if and when the 33-speed singles become a factor.

He noted that the juke box manufacturer had to follow the record industry and if 33-speed singles were coming, that's what the phonographs had to play. He predicted a gradual transition period of from two to three years, noting there were nearly a half-million 45-speed phonographs out today that couldn't be immediately obsoleted.

Mike Spagnola, AMI Sales, also felt that stereo was just being bought by operators to stay competitive and criticized the lack of stereo records.

Public Cold

Spagnola also noted a lack of enthusiasm on the part of the public for stereo juke boxes and said few operators that he knew were making more money from their stereo machines.

Spagnola said that his sales were keeping pace with 1959 but that outlying areas were slightly down, with the Chicago metropolitan sales picture compensating.

"Just lower collections," he said, are responsible for the operators in the suburbs not buying.

Recover

Chicago operators, on the other hand, appear to be recovering from a situation started some two years ago where loss of locations hurt the trade.

The normal decline in tavern spots was augmented by the city's stepped-up housing program and construction of expressways resulting in tearing down of lower income housing areas—most being prime juke box territories.

Spagnola noted that operators had machines backing up on them and just stopped buying. The situation has been somewhat alleviated and operator buying appears to be gradually returning to normal.

33's Slow

Regarding the new 33-speed singles, Spagnola said the firm so far had noted no demand. AMI furnishes a kit for $20 enabling operators to adapt any of their current machines to play 33 singles in increments of 20, on the machine.

Spagnola cited lack of 33 singles as the main reason and said the demand for kits could increase if 33 singles ever became a factor.

Collections Even for New York

NEW YORK — General summer coin business here appears to be slightly under last year's level or holding close to 1959 figures, according to an informal survey of ops this week. For those reporting a sag in play, there were a variety of explanations.

Tom Greco, up-State operator in Glasco, N. Y., reports his business is 25 per cent behind last year. Greco advances unemployment as a prime factor in his summer problem this year. "We're supposed to have a new $6,000,000 plant in operation here," Greco said. "It's been planned for a long time but so far they haven't even broken ground. The labor force is here but the work isn't. Another point is that we feel a lot of our normal summer traffic is going much further north now. We have excellent roads including the New York Thruway, which accounts for our becoming a way station on the way north."

Al (Senator) Bodkin, well-known Queens (Long Island) operator, also reports a slump in business. "It's a little off last summer," Bodkin noted, "and I honestly believe our local Long Island Railroad strike has had something to do with it. They were out for almost four weeks and the strike has just been settled, so we're looking forward to an improvement.

"It's also a big election year and that fact always tends to make people stay home and watch the conventions and the political activity on television. I know the conventions robbed us and we can probably look for politics to hurt us somewhat from now on until the election in November. Still another summer problem for operators on Long Island is the night trotting races at Roosevelt Raceway. The Roosevelt meeting just started this week and a lot of people seem to prefer the trots to the juke boxes."

Charlie Bernoff, another important game and juke operator, says his business has slightly improved over last year. Bernoff attributes this first to the fact that there is less interest in baseball than in former years when three instead of one professional ball club were operating in the area. Beyond this, Bernoff has found special value to himself in a unique gimmick.

"Many of our locations have been working in the summer without benefit of air conditioning. That's the kiss of death," said Bernoff. "We tell our location owners to slick their places up, to not let them look like dumps, and above all to get air conditioning. We've even loaned some of them money to get the air conditioning in. And believe me, it has paid off. Over 20 of our locations have done it this year and it's paying off for them and for us."

In Westchester County, the business of operator Seymour Pollack is holding about even with last year. Pollack attributes this to the factor of good service on programming. "We take the trouble to really study locations and get the right records on the jukes according to the location and the people it draws. One thing that we feel hasn't helped us a bit is stereo. That's for the home. I would take a good 200-play machine anytime rather than a 160-play stereo machine. The locations want more records to choose from, not less, and they ask for 200-play machines."

Licenses—Big Ala. Complaint

BIRMINGHAM—Excessive State and city licenses are the big headache in this Mid-South industrial area. Operators are faced with a $12.50 State levy and anywhere from $10 to $35 per city. Nor does there appear to be any relief in sight judging by the current legislative climate.

Operator collections, however, are good, and distributor sales of

(Continued on page 72)

TAKE CUES FROM AMERICAN TRADE

Giant Juke Box-Vending Combos Setting Merger Trend in Europe

By OMER ANDERSON

FRANKFURT—An amalgamation of juke box and vending machine interests in West Germany and England is establishing a trend on the Continent toward giant coin machine combines.

Traditional bars rigidly separating juke boxes and games from vending equipment are disappearing under the impact of a chain of recent amalgamations.

The latest is the "bands-across-the-Channel" pact between Wiegandt of West Berlin, and Automaten Distributors, Ltd., of Britain.

Franchise Rights

Automaten is one of Britain's biggest juke box and games firms. Its agreement with Wiegandt will put it into the vending business big. Automaten has acquired franchise rights for the entire line of Wiegandt products, including some of West Germany's finest vending machine equipment, for Britain and the Commonwealth.

The Automaten-Wiegandt deal is in deference to the trend toward amalgamation of juke box-games and vending machines into a single operation.

The impetus came with the Canteen Company of America's purchase of the Tonomat juke box company at Neu Isenberg, near Frankfurt.

Loewen Move

The trend was confirmed by Seeburg's ambitious entry into vending machine production and the strengthened arrangements for the unified distribution of its juke box-games and vending machines in West Germany by Loewen-Automaten, the distribution subsidiary of Gerhard Schulze's NSM-Apparatebau at Bingen.

Ever since Canteen's encampment in the West German market, West German firms have been scrambling to get in step with this giant American competitor.

At Hamburg, Thomas Bergmann has been pressing the development of a full vending machine line to match its Symphonie line of juke boxes.

Wiegandt Driving

But perhaps the most energetic of West German firms in recent months has been Wiegandt, which appears to be girding for all-out, no-quarter competition on the international coin machine market.

The Automaten link-up climaxes a series of Wiegandt moves dating back to its appointment of Amer-opa Trading Company of New York in 1957 as its American sales representative.

The Automaten pact came hard on the heels of Wiegandt's merger with Deutsche Waggon-und Maschinenfabriken GmbH (DWM).

Prime interest has been aroused in West Germany by the meticulous planning which went into the Automaten-Wiegandt link-up.

For months prior to the paper-work formalities, the British concern has had its engineers and technicians in Wiegandt's West Berlin headquarters training on Wiegandt equipment, organizing parts and service, and arranging a logistical system.

Meantime, Automaten and Wiegandt executives were working out uniform policies for service, sales and distribution.

Same in England

In England, Automaten faces much the same type of juke box-vending machine across-the-board coin-operated equipment competition that Wiegandt does in West Germany.

For example, Balfour Engineering proprietor of BAL-AMI, has acquired Allied Produce, Ltd., a vending machine manufacturer; Autohars, the giant U. K. vending organization, has expanded into games; and the Ditchburn Organization is fortifying its joint juke box-vending machine operations.

This affinity for amalgamation in West Germany and the U. K. is rooted in hard economic fact: gathering competition. The West German consensus is that stepped-up competition inevitably must thin the ranks of Continental coin machine manufacturers.

Rival Empires

The splitting of Europe into the rival trading empires of the Common Market and the Free Trade Association heralds the dawn of fierce, weakest-to-the-wall competition.

This is the interpretation by West German coin machine trade experts of the market moves combined with general coin machine industry development throuout the world.

It is accepted as inevitable by the West German industry that

(Continued on page 72)

COINMEN *in the* news

East

PENNSYLVANIA

Leon Taksen, manager of the Pennsylvania Amusement Machine Operators' Association, is back at his desk following a 10-day vacation in the Catskill Mountains with his wife, **Fay**. Leon reports that the State AMOA will not meet during the summer and the next meeting is set for September. . . . **Joe Silverman**, business manager of the Amusement Machine Operators of Philadelphia, and **Harry Sablosky**, manager of the Eastern Pennsylvania Amusement Machine Association, made like announcements. The Eastern Pennsylvania group held a clambake a few weeks ago and all had a good time. *George Metzger*

WASHINGTON

Evan Griffith is overseeing the operation of Pioneer Novelty while his brother and partner, **Roger**, enjoys a vacation at Wildwood, N. J. Evans returned from his seaside vacation a few weeks ago. The Griffiths have recently purchased a number of new Seeburgs, and plan to buy more because they especially like the LP feature.

Michael Bushdid, operator of the Game Room at National Airport, is back from vacation. He and his family visited Freedomland, then spent some time at Atlantic City, N. J., and Ocean City, Md. Game Room is doing well, he says, as are the machines on location at the Greyhound terminal. *Delores N. Poe*

NEW ENGLAND NOTES

This is the weather for swimming pools and lots of folk would like to know how to get one. The problem has been solved by **Stan Juralewicz**, office manager for Melo-Tone Vending Company in Arlington, Mass. Stan has a fine, big swimming pool in operation at his Beverly home. Since he owns a three-family home, the pool counts as property improvement and Stan and his tenants and friends in the music business keep cool.

The industry was saddened by the death of **Maurice Packett** of Portland, Me., who passed away in his sleep. He had operated music routes for many years and was a respected member of the industry. . . . Moves are being made by a couple of coinmen. **Dave Gropman**, of Beacon Hill Music Company, has transferred his operations to 112A Stoughton Street, in Boston. **Ben Ross**, of

(Continued on page 73)

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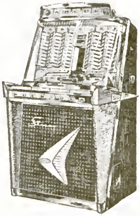

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Licenses—Big Ala. Complaint

• Continued from page 70

equipment are ahead of last year. Max Hurvich, head of Birmingham Vending, local juke box, game and hulk vending distributor, reports sales well ahead of last year—at least 20 per cent.

A pickup io operator collections is cited as the reason. Hurvich also notes improvement in general business conditions in the area.

Hurvich said his firm was doing well with new phooographs and was also selling more higher priced games than last year.

He noted both new and used equipment sales were ahead of his last year's figure.

Stereo, however, is only a mild share of the business, and the 33 singte is still an unknown, Hurvieh noted. "The 33 single has failed to catch hold here, eveo tho ours is one of two machines capable of playing it."

Future

Hurvich said he couldn't predict what the future of the 33 single was.

Commissions for music and games range from 25 to 50 per cent with type of location, type of equipment, and gross volume beiog the determining factors.

Most operators are willing to go along with a 50-50 split if the location is doing a volume business. It pays to install new equipmeot under such circumstances.

In other spots with less volume, the lower commissions, dropping to 25 per cent, are not uncommoo.

Receipts Down for St. Louis

By JOHN HICKS

ST. LOUIS—Receipts in game and music have shown a marked decline since last year, a spot check of St. Louis area operators aod distributors indicated.

Ooe major factor has been the Internal Revenue Service classification of in-line game machines as gambling devices and the resulting $250 tax stamp required on them. It has been estimated that less than 10 per cent of the games in the St. Louis area are in-lioes, which at one time accounted for a sizable amount of receipts here.

Another related factor in the decline in revenue for coinmen is the unemployment picture. Charles DeLargy, manager of the St. Louis area Missouri Division of Employmeot Security, pointed out that in March there were 57,800 persons, or 6.8 per cent of the labor force unemployed, and in May there was 44,300, or 5.2 per cent unemployed. Seasonal expansion will continue thru the summer at a slower pace, he added.

Notwithstandiog the recent decline in unemployment, DeLargy said it is higher than in May, 1959, when only 4.2 per cent of the labor force was unemployed.

Something New

Operators and distributors here are looking to the manufacturers to devise something which will capture the imagination and interest of customers to boost sagging collections.

Louis Morris, president of Morris Novelty Company, estimated his collections this year are down about 20 per cent compared with last year because of the ruling on in-line machines. This does not mean, Morris said, a cut in net profits because of the high depreciation of the in-lines.

Interest

The factories have produced nothing new in the last few years, Morris declared. They are making machines, hut oot those which attract player interest, he said.

Jack Gorelick, of J. Rosenfeld Company, estimated that the juke box and bowler machine business is down about 25 per cent from last year. The entire husiness, he continued, is about one-third less. Gorelick also said that manufacturers are not comiog out with aoything new and stereo machines "laid an egg."

Tony Koupal, of Central Distrihutors, said business has dropped about 20 per cent since 1959. He stated it was up to the manufacturers to put a shot in the arm in the business. "Players are seeing the same equipment which was made 10 years ago," he said.

Fall Up?

Peter Brandt, president of Brandt Distributing Company, said husiness is slow but not radically different. He thinks the comiog fall season will do the joh of hringing collections up again.

Arthur Heimke, owner of St. Louis Novelty Company, games and music machine operator, attributes the decline to the fact that "money is getting a tittle tight." He said his collectioos are down about 15 per cent under last year.

Heimke also stated that the factories "would have to get out something different" to attract players. "They will have to make some kind of machine that will attract the average man in the tavern," he said.

Distrib

Musical Sales Company's co-owner Don Tahacchi stated that the year has been "tremendous" for the firm. He said it would he a poor comparison to assess husiness this year with last year hecause now the company is the local distributor of Rock-Ola phonographs.

Tahacchi said husioess is expected to be slow in summer hecause more people are on vacation and do not go into the usual locations as much. Another factor, he said, is that more homes are air conditioned and it is not a novelty to go into an air-conditiooed tavero or har.

Los Angeles Collections Steady

By SAM ABBOTT

LOS ANGELES—Juke box and game collections in Los Angeles are keeping pace with last year hut mounting costs are cutting into operators' profits.

Music, said Walt Hemple of First National Music in San Fernando, is steady. This fact, he added, is actually good news since construction in the area is almost at a standstill. Beer tavern spots are up hut the plush cocktail locations are down.

"I have one location that just totaled receipts for the weekend," Hemple explained. "His take was about half hut he had served twice as many people. I think this is reflected in the juke box. Where the spot caters to workingmen, things are pretty good."

Games for First National are doing well hut again Hemple offered an explanation. "It takes more work, a lot more. We keep more games

(Continued on page 75)

Pinball Machine Litigation

• Continued from page 67

20 days in which to file additional written argumeots. During the 20-day lapse, the Federal Court for the Eastern and Western Districts of Arkansas found for the government in a case where the format of the litigation was the same as Tennant's original suit.

Rice immediately asked Judge Stanley for a stay order halting proceedings while he set about attackiog the regulatioo from a different angle.

The stay was granted, and Rice began regrouping. The first development since the stay order was payment of the $250 tax on the one machine—a piohall io the Turner Modern Barher Shop at Fort Scott.

Rice has said he will file the complaint within a day after the claim for refund is denied. Wilhur Leonard, the U. S. District Attorney here, has promised the litigation will receive special attention and be brought to a quick trial.

If the arguments on the complaint are handled in the same fashion as argument on the temporary injunction, Rice, Leonard and a special attorney from the Justice Department's Washington hureau will meet in Judge Stanley's chambers.

Leonard said the government is as anxious to ohtaio a ruling on the regulatioo as Tennant is.

Rice maintains Tennant has fioanced all the litigation so far out of his own pocket. He indicated, however, that money from piohall machine manufacturers in Chicago was available if Tennant should lose in Federal Court here and appeal to the 10th District Court of Appeals at Denver.

Tennant is owner of two firms—Fort Scott and the Melody Music Company in Topeka. He also has machines and juke hoxes in several Southeast Kansas towns, includiog Chanute and Iola.

District Attorney Leonard described Tennant's operation as "a relatively small one," hut Rice disagreed.

Asked for the total number of machines Tennant owns, Rice declined, pointing out it would be ridiculous to let loternal Revenue Service ageots know how many machines Tennant maintains.

"If the ruling should go against us," Rice said, "Income Tax agents could start picking up machioes using our own figures. Let them find out for themselves."

Leonard said he and Gus Koehler of Wichita, the District Director of Internal Reveoue for Kansas, had made a gentleman's agreement that no pinball machines, even those with the characteristics outlined in the regulatioo, would be seized until Judge Stanley handed down a ruling.

Leonard said, however, that pinballs involved in an obvious payoff would be seized. Rice confirmed that several machines have been cooiiscated when income tax ageots witnessed a payoff being made.

Rice did not contest the seizures.

European Merger

• Continued from page 71

American competitors now will hegin moving ioto the Common Market io strength.

See Strong Britain

Moreover, the development of a strong British coin machine industry is being forecast hy West German experts. One expert summarized:

"The British have been asleep io the coin equipment trade, the results of too many years of State controls and general lethargy.

"But now they are awakening. Britain is becomiog a hig coin machine market—the statistics prove it—and it just isn't reasonahle to suppose that an industrial aod husiness natioo like Britain will sit hack for long and let us and the American gobhle up all this British business."

Finally, the West Germans are sensitively attuned to American coin machine trade developments. It is axiomatic with the German trade that "America leads—we follow, and fast."

Therefore, the moves of the American giants, Automatic Canteen and Seehurg, to combine juke boxes and vending machines have come to dominate the thinking of the West German industry.

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Juke Box Plays Linguistic Role: Popularizes 'American' in Italy

ROME—The Institute of Foreign Language Instruction has just endorsed the juke box as a tool of laoguage teaching.

An Institute study cites the "massive influence" of tbe juke box in popularizing English in Italy. "English is imbeddiog itself solidly in the Italian language," the survey concludes, "and the primary influence has been the American juke box."

In fact, the efficiency of the juke box's English instruction is a controversial subject in Italy, which leads the Institute's survey to stipulate: "This study has concerned itself solely with the efficiency of the various language-teaching tools and does not necessarily advocate any specific form of language-teaching aid."

The juke box's efficacy in English instruction stems from the fact that most American songs are transplanted to Italy in the original "American." Therefore, listening to juke boxes become automatically a matter of listening to American lyrics.

Vocabulary Builds

This subconscious English (better, American) instruction has proceeded year after year, and already a long list of Americanisms has become imbedded in the Italian language—in the "language of Dante," as those who profess to be horrified are wont to complain.

Surely, the inroads of English—or "American"—are obvious to any tourist.

If you want a cup of Italian espresso black coffee, you buy it under a sign saying "American-bar," with the words run together. When Italians dodge in and out of traffic with suicidal weaves on the ingenious motor bikes they invented at the end of World War II, they consider themselves astride "scooters," pronounced "skoo-tairs."

'Weekend' and 'Cocktails'

A "juke box" is just that to the Italians. So is "rock 'o' roll." Italians have incorporated into the "language of Dante" such Anglicisms as the "weekend," "cocktails," "bridge," "Oscars" as a film award, "film" for motion picture, "K.O." in the sense of the American pugilistic term, and less group Anglo-Americanisms such as "gangster" and "teddy boys."

Night after night, literally thousands of Italians in trattorias, espresso and "American-bars" and ice cream parlors, from Milan, in Northern Italy, to Palermo, the capital of Sicily, sit listening to juke boxes play American song hits.

Inevitably, the words rub off onto the juke box fans—and into "the language of Dante."

Complaints

Not all Italian philologists are as crisply professional as the Institute of Foreign Language Instruction in assessing the significance of the Italian language's juke box "Americanization."

There are complaints that the language of Italy is being debased. Some philologists argue that Italians, under the juke box linguistic impact, sooner or later will have to decide between Italian or English.

This thesis is advanced jokingly, altho there is fear Italians may eventually speak a sort of "lingua franca," blending countless English words into the Italian language.

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United Bowler

• Continued from page 67

the smaller-type hall bowler, also made by United along with other manufacturers, will still be most in demand by operators serving taverns and similar smaller-sized locations. But the Bowlarama could give operators the incentive to widen their operating outlook.

The Bowlarama constitutes the first major change in coin bowling game design in four years. The previous big change came late in 1956 when United bowed its original Bowling Alley, played with miniature bowling balls. Most pre-1956 bowling games were played with shuffle pucks instead of balls.

'ROCK-N-RUIN' BOWS TO WALTZ

CLEVELAND — There's a good yarn receiving a lot of play among music operators here. The story tells about a restaurant crammed with young people, table hopping, laughing and talking as tho silence meant death. The juke box meanwhile played only the lilting strains of Strauss waltzes. It was such a pleasant change from the usual juke box tunes in a group such as this that the operator could not help but comment. An elderly gentleman sitting nearby overheard and said: "I've got 80 cents in that damned machine, and I figure there are enough waltzes lined up to keep off the 'rock-and-ruin' music until we're thru dinner."

European News Briefs

Rumor Seeburg German Move

FRANKFURT—The German coin machine industry is speculating increasingly on an early move by Seeburg to acquire German plant production capacity.

This speculation has been given impetus by the competitive battle which is seen here shaping up in the U. S. and abroad between Seeburg and the Automatic Canteen Company of America.

Speculation concerning an early Seeburg move into full-scale Germany-based production of a full line—juke boxes and vending machines—dates back to Canteen's acquisition of Tonomat at suburban Neu Isenberg.

The Tonomat acquisition has given Canteen a well fortified position in the world's second largest coin machine manufacturing country—and the heart of the European Common Market.

Meantime, Seeburg has continued with its sales link-up to NSM-Loeweo, West Germany's biggest coin machine producer, steadily strengthening this link-up with additional Seeburg products.

Dutch Economy Juke Box Noted

AMSTERDAM——The first completely Dutch juke box, the wall box OSCA, is attracting export inquiries from around the world.

It is praised as being the "Volkswagen" of the juke box industry, an inexpensive, rugged "work horse" juke box.

A 70-selection box, it contains a number of innovations, designed to simplify operation and reduce maintenance. The 35 records are piled on a rotating, vertical column.

The pickup, fitted with top and bottom saphires, plays either upper or lower side, according to choice. The OSCA is unique in that the tone arm requires only three and one-half seconds to engage the record picked.

Court Backs Lunchstand Phono

HAMBURG—The Hamburg administrative court has upheld the right of any lunchstand proprietor to operate a juke box provided it has the proper volume control equipment.

Hamburg authorities had prevented a proprietor, a woman, from sitting a juke box on her premises, contending that the neighborhood was opposed because of the noise.

She was told, furthermore, that "it was well known that the volume of juke boxes is uncontrollable."

The lunchstand proprietess sued on the grounds of discrimination, maintaining city ordinances sanctioned the operation of puke boxes in restaurants without respect to zoning. She demonstrated that her juke box was equipped with volume control available to any patron.

COINMEN in the news

• Continued from page 71

Grayben Vending Company, has moved from his Boston address to 770 Blue Hill Avenue in Dorchester. Ben has plans shortly for opening a retail record store on the new premises.

Ray Barker, of Barker Music Service in Ayer, Mass., is spreading joy again and generally rocking the boat. He's just completed a run as Marryin' Sam in "Little Abner" with the players group in his area which is of professional caliber. They play in a regular theater and also give shows for disabled veterans and charities. . . . Enjoying lots of golf these days are **Ed Warner**, of Newport, R. I., and **Irwin Margold**, general manager of Trimount Automatic Sales Corporation, Boston. Ed has won a number of trophies and Irwin is reported to be no slouch on the links.

I. Margold

A couple of music men are proudly showing off their new powerboats and giving their friends in the industry some sea breezes. **Bill Cowan**, of South Shore Vending Company, who is commodore of his yacht club in East Braintree, Mass., the Metropolitan, is one. The other is Arthur Sturgis of Automatic Distributors in Jamaica Plain.

Cyrus Jacobs, of Interstate Music Company, Roxbury, Mass., was the subject of many pictures in the Boston papers. When presi-

(Continued on page 74)

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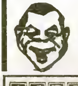

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CLEVELAND MIRACLE

Brain Surgery No Stumbling Block for Helen Dugan's Success

By ROBERT SUDYK

CLEVELAND — Few in the Cleveland coin machine industry would have wagered a slug nickel that Helen Dugan, faced with critical brain surgery, would ever be able to speak again much less operate Dugan Music Company.

"I'll never forget that cold February day in the Cleveland Clinic," Helen recalled, "when Dr. Robert Crile (one of the world's headliners in the field of medicine) put his hand on my shoulder and said:

"'Helen you need brain surgery immediately.'

Chills

"He said if I lived thru it, I would probably lose my speech and most of my memory and thinking ability," she said, painfully remembering the icy chills that darted up her back.

Helen had a clear choice—to go on living as she had for about a year, or at best, face a dangerous operation and live a longer life in questionable circumstances.

With characteristic courage and determination that has marked her life, Helen charted the only course she could—surgery was scheduled for March 15, 1958.

Those were dark days. Her husband, Walter, who was the second coin operator established in Cleveland in 1931, had died just two year's earlier.

She was running the business, and successfully too, in a field where women are seen infrequently.

Helen made plans for the operation of Dugan Music Company while she was away.

Competition

"I was afraid other Cleveland operators would go after my customers, if they found out about me," she said.

Everything was kept secret. Close friends Tom Miller, Fred Witt and her son, John Gribbons were to make all collections.

March 15 arrived. The brain tumor was cut away and the operation a success. Helen was alive but could not speak or care for herself. She hardly seemed to recognize her son.

The Boat

After two and one-half months in the hospital, she went home and when the weather warmed, insisted on staying on the "Helen B," a 35-foot cabin cruiser docked at the Grand River Yacht Club, outside of Cleveland. It was to become her convalescent home.

She laughs when she recalls her appearance: the operation left her head shaved and her eyes crossed. Alone most of that summer on the boat, Helen fished, swam and watched television every day.

As if a young child, she had to learn to dress and care for herself all over again. Speech was impossible.

Form Words

"As I watched television at night I practiced forming words," she said. "While fishing from morning until night I practiced over and over and over."

In late September she startled her friends by saying her first word—boat. "I was so happy that I cried," Helen recalled.

For a woman who was a professional long-distance swimmer in her youth, progress snowballed. (Helen once swam out and returned from the two-mile water intake crib to Lake Erie. She accomplished the feat with Johnny Risko, former world lightweight boxing champ, who was a life guard here. She was a protege of Gertrude Ederly, famous woman swimmer of the English Channel in the 1920's.)

Normal

Today Helen speaks normally and only has a little difficulty remembering names. "Thruout the entire ordeal," she laughed, "I never forgot how to count change" (a true coin operator).

Amazed doctors handed her an unqualified "O.K.", after a thoro physical exam last fall. The 51-year-old operator works about 18 hours a day. She's the only woman operator in this area and one of the few across the nation.

Helen Dugan's experience left her with a new philosophy of life: "I haven't a worry in this world. Nothing upsets me any more, I'm just happy to be living."

AT THE WHEEL of her 35-foot cabin cruiser, Helen B, is Helen Dugan, of Dugan Music Company. A professional long-distance swimmer, Helen has always loved the water and spends every spare moment boating.

COINMEN in the news

• Continued from page 73

dential nominee Senator John F. Kennedy returned to Boston and was given a big welcome. Cy acted as master of ceremonies at the airport and introduced the Senator and other distinguished guests. Friends are asking: "Who's running for president, Kennedy or Jacobs?

R. Mandell

International Vending Corporation (Rock-Ola), formerly known as Commonwealth Music Corporation, is now all set up in its Boston office and showroom at 1028A Commonwealth Avenue. **Richard Mandell**, sales manager, hardly got in before he was off again. He has used his own plane to cover the territory, but the swing this time is so wide he's trusting himself to the commercial airlines. *Cameron Dewar*

South

MIAMI BREEZE

Eddie Leopold, Mellow Music Company, back from a trip to New York, where he had to attend to some private business. As (Continued on page 78)

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● Continued from page 72

in a place and this keeps the gross up. And we are always moving games around to keep the players happy."

Harold Sharkey, an operator in the southern part of the city, said that his games are doing "fairly well." There has been a slackening of playing in areas, but Sharkey contributed this to more bars opening, with business being sliced. Sharkey specializes in games and has never added music. He said that he did not intend to do it "at this late date."

Unemployment Hurts Hoosiers

By JOSEPH KLEIN

INDIANAPOLIS—A sharp decline in revenue from coin-operated equipment in Indiana during the fiscal year ended June 30 was reported this week by Sterling M. Dietrich, district director of the Internal Revenue Service.

While the government's tax share from automatic devices rose to $537,999 last year, the 1960 yield dropped to $403,457.

Observers assert that the lowered revenue, which reflects the adverse condition in which the coin-operated industry finds itself in the State, is due to growing unemployment and the disappearance of pinball equipment.

Distress

Four of the most populous industrial communities of the State have been designated as "centers of unemployment distress" by the U. S. Department of Labor.

Unemployed in the State now number 84,000, of 4.7 per cent of the 1,791,200 persons which make up the civilian labor force.

Most "distressed" of the areas, according to the government data, is Evansville, with 5,200 of its 77,900 labor force unemployed. Reduced production and removal of industrial plants have idled nearly 5,000 of a 94,600 labor force in South Bend. Also listed by the Department of Labor is Fort Wayne, where 4,200 of a 95,800 labor force are jobless. In Indianapolis, the State's largest city, 4.3 per cent of its labor force is without work. Also near distress status are Muncie and Terre Haute.

Steel Off

With steel production below the 50 per cent of capacity mark, some 40,000 steelworkers in Gary, Hammond and East Chicago are subsisting on a three and four-day work week after a four-month strike which ended only last January.

A McClellan Committee probe of coin machine operations in Northern Indiana in June, 1959, left the State virtually barren of pay-off devices. Three adverse decisions by the Indiana Supreme Court provided the coup-de-grace in the extermination of pin operations.

In the "distress areas" of the State, operators of coin equipment are finding it difficult—and, in some cases, impossible—to obtain financing. Banks are particularly tough, it is claimed, and distributors are getting that way, too.

Competition

In Northern Indiana, juke box operators complain of the tough and frequently irresistible competitive obstacles thrown in their way by well-heeled firms which, forced out of pin operations by the McClellan Committee, now seek to dominate the music machine field. They have the dollars to spend thru loans and outright cash payments in the quest for locations.

The financial dilemma of some juke box operators is complicated further by their refusal to abandon nickel play. That is particularly true in many segments of Southern Indiana.

5-Cent Play

Distributors with heavy investments and delinquent accounts on their books have been fighting 5-cent play for years. In the main, they have been successful. Dime play prevails in much of the State where only five years ago the adherence to the nickel was overwhelming. But the pockets of holdouts remain a disturbing economic factor.

"Distress area" operators of juke boxes, bulk venders, cigarette machines and amusement equipment insist that they are not taking bad times without resistance.

"We're doing our best," they say. "We give better service and faster service. And we give greater variety. But," concluded one of them, "there is no substitute for money—and it isn't around these days."

Steel Dip Hurts Cleveland

By ROBERT SUDYK

CLEVELAND—Music and game action in Cleveland is always down at this time of the year, but this summer is an especially poor one. Collections are off anywhere from 15 to 30 per cent for both music and games as compared with last year at this time.

On the flip side of the coin, distributors sales here are climbing up a golden ladder. All report business good and one boasts of doubling his sales over last year.

Both operators and distributors see a fall full of activity and a promising long-range future. The reason for collection drops is that Cleveland is a steel-producing city and orders have been low. Since March, workers have been on a four-day week and many are being laid off.

Comments

Following are comments from Cleveland operators and distributors: Sanford Levine, of Atlas Music Company, reports collections off 10 per cent. He sees two problems: Many taverns are drumming up live music during the weekends and playing background music thruout the week. "This is really hurting us," said Levine. He wants to see more combinations of background and juke box timing mechanisms.

Charles Commella, head of Cadillac Music Company, predicts a 5 to 10 per cent increase for the year, despite a drop in the last three months.

High Prices

Edward Curry, president of Edward J. Curry Music Company, calls a 20 per cent drop in business over 1959 a conservative estimate. His complaint: "Equipment is high priced.

"Altho games were down 50 per cent recently, our fiscal year ending June 30 showed a very slight increase," said Hyman Silverstein,

(Continued on page 78)

Ohio Ops Hear Slifer Discuss CMC Goals

COLUMBUS, O. — Some 50 members of the Music Operators of Ohio gathered at the Deschler-Hilton Hotel here Monday (1) to hear Mark McElroy, Attorney-General of Ohio, discuss common law and tax problems, and to listen to Bob Slifer, executive director of the National Coin Machine Distributors' Association, explain the program of The Coin-Machine Council, the industry's public relations arm.

The group outlined to the Attorney-General its plans to provide late-model music machines to the State's mental institutions as part of a therapeutic program for the mentally ill.

Representatives of local Ohio associations, and leading distributors thruout the State, attended the meeting.

Slifer Talk

Slifer charged that the coin machine industry is a victim of its own "reverse public relations." He pointed out that members of the industry have attempted to keep the general public from learning about the industry.

He added that this lack of information has been responsible for "unfair and misquoted news releases, prejudices and suspicions that are really unwarranted."

Referring to the McClellan Committee hearings, Slifer said that most thinking coinmen welcomed this investigation and offered to support it.

Vindication

He pointed out that the Committee vindicated almost everyone in the industry, while emphasizing that certain underworld figures did infiltrate the industry, as they did other fields.

Slifer added that the purpose of the investigation was to have the undesirable elements cleaned out "so we could continue to service the American people—unafraid and in dignity."

He then cited the sole purpose of The Coin-Machine Council—"To compile and disseminate information about the coin-operated equipment industry and otherwise to encourage a favorable public attitude toward such industry."

Professional Direction

Slifer reminded the operators that no one local or manufacturer group could achieve this objective, and that professional direction, at the national level, is required.

He also pointed out that support from every element of the industry, and from every section of the country must be forthcoming.

Slifer said that in addition to the national effort, grass roots programs will contribute largely to the success of The Coin Machine Council.

Canteen Eyes Feeding Firm

CHICAGO—Automatic Canteen Company of America, already the world's largest vending machine operator, now is headed toward a major expansion move in the industrial catering field.

Latest reports have Canteen negotiating to purchase the Slater Food Service Company, Philadelphia-headquartered industrial food catering firm that blankets the Eastern half of the country with a $50,000,000 yearly volume.

Altho the acquisition is not official, a by-lined story by Edwin Darby, Chicago Sun-Times financial editor, reports secret negotiations were held here last week, and that Canteen officials were working hard to wrap up the acquisition.

Last month Canteen bought Nationwide Food Service, Inc., another major catering outfit with national range.

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Bally Deluxe ABC Shuffle Bowler	195
Bally Super Deluxe ABC Shuffle Bowler	295
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Mercury 9 Col.	110.00
Mercury 11 Col.	150.00
Lehigh 8 Col.	85.00
Lehigh 12 Col.	165.00

VENDORS

Venderamas	$25.00
Jet 1¢ Ball Gum	6.50
Jet 5¢ Capsule	8.50
DuGrenier 4 Sel. Gum	12.00
Ship. 5¢ Gum & Life Savers	15.00
Ball Pen, 25¢	10.00
Baby Grands, 1¢	6.50

— Ice Cube Vendors —
Brand New—year-round operation — Completely automatic—very profitable—Write for details.

CANDY

U-Select-It, 5¢, 72 Bar	$65.00
National 5¢, 6 Col.	70.00
National 5¢, 9 Col.	95.00
Shipman 6 Col.	95.00
DuGrenier 8 Col.	195.00

MUSIC

A.M.I. D-4E	$125.00
A.M.I. D-80	135.00
A.M.I. E-80	149.00
A.M.I. H-200	450.00
Wurlitzer 2100	395.00
Wurlitzer 2150	395.00
Wurlitzer 1900	375.00

DRINK VENDORS

Frozen Orange Cup Vendors, brand new	$395
Specarb 4 Dr.	250
Specarb 3 Dr.	395
Avenco Coffee	225
Stoner 500 Coffee	475
Milk mart, cup vender	495
Milk Shake, cup vender	495
Dariomatics, 4-sel.	395
Norris Milk, 3-sel.	395
Apco Soda Shop, 3 sel.	395
Apco Fresh Brew Coffee	575
Barvend Fresh Brew	295
Welch orange & grape	195
Bert Mills Hot Choc.	85

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MUSIC SPECIALS!

A.M.I. E-120	$165
ROCK-OLA 1436 (45 RPM)	125
SEEBURG 200 Sel. WALLOMATICS	95
SEEBURG 100A	95
WURLITZER 1500	95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1	$250
9-Col DuGRENIER (Mechanical)	70
8-Col. ROWE (Mechanical)	40
22-Col EASTERN MARK II	125
10-Col. EASTERN	75
22-Col. KEENEY RIVIERA	125
11-Col. NATIONAL (Slant Front)	170
11-Col. NATIONAL (ML)	185

MUSIC

SEEBURG 222 SH	$950
SEEBURG 201 (Half-Dollar)	850
SEEBURG 100-R	475
SEEBURG 100-B	245
A.M.I. I-200	695
A.M.I. H-200	525
A.M.I. G-120	365
A.M.I. F-120	325
WURLITZER 2300-S	795
WURLITZER 2200	550
WURLITZER 2150	495

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8 Different Plays

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Bally OFFICIAL JUMBO

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Chicago Coin QUEEN BOWLER

Chicago Coin KING BOWLER

Chi Coin 6-GAME BOWLER

Games SUPER WILDCAT

Gottlieb CAPTAIN KIDD

Keye KLUB BUMPER POOL

Keeney RED ARROW

United SAVOY

United SUNNY

Williams DARTS (5-Ball)

Williams OFFICIAL BASEBALL

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Type of Business .... Title ....

GIVE TO DAMON RUNYON CANCER FUND

Tariff Slash Would Rock U. S. Phono Trade, Mfrs. Tell Wash.

By DELORES NEWCOMB POE

WASHINGTON—The juke box industry "would be in a very serious economic state had it not been for the significant increase of revenue from exports over the past five years," according to a statement made last week (3) before the Committee for Reciprocity Information by Perry Patterson, counsel for all U. S. juke box manufacturers.

Patterson, of the Chicago-Washington law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, spoke on behalf of the Seeburg Corporation, the Wurlitzer Company, Rock-Ola Manufacturing Corporation, AMI division of Automatic Canteen Corporation, and United Music, Inc.

As an exhibit, Patterson introduced a compilation of industry sales figures which was made by Price Waterhouse & Co. Compilation showed that total domestic and export sales in 1955 were $45,868,322 and in 1959 the total sales amounted to $46,271,123, a net increase for the five years of $402,801, but approximately $2,000,000 less than the average annual sales for the period. In terms of percentage increase, this was less than 1 per cent for the entire period, and an average for the period of approximately .2 per cent per year, compared to an average national growth rate of nearly 3 per cent annually as far as gross national product is concerned. (Gross national product is the nation's key statistic for measuring economic growth.)

Domestic Sales Drop

The "stagnant" character of the industry domestically is apparent, according to Patterson, "in the fact that for the five-year period domestic sales show a decrease of $2,398,372, or approximately 6.9 per cent, while in the same period export sales showed a gain of $2,801,173, a little more than 7 per cent."

In 1955, domestic sales represented 75 per cent of total sales, but in 1959 they were only 69 per cent of the total. In the same period, the percentage of export sales increased from 25 per cent to about 31 per cent.

"Even more striking," Patterson said, "is the decline of 14,306 in the number of units sold domestically from 48,228 in 1955 to 33,922, while on the other hand, units exported increased by only 1,358 from 17,074 to 18,432, and total unit sales in the period declined 19.8 per cent."

Exports Saved Industry

It is obvious, he said, "that but for the increase in exports, the domestic industry would have suffered serious economic injury."

Patterson then told the committee that while the industry is small from the standpoint of employment, in the five-year comparison period, employment declined approximately 11 per cent, to a 1959 total of 3,761. Employees in the field are "highly skilled electrical workers," Patterson said, "whose efforts have been diverted in two wars" to the manufacture of complicated electronic items for defense.

The fact that the industry's "economic survival has been so singularly dependent on its relative success in the export field has made the manufacturers especially sensitive to factors affecting their export operations," Patterson said. Sales trends in the past five years make it imperative that the existing duty of 15 per cent on imports of machines from other countries be maintained, he told the committee, and that stimulus be provided to boost sales of U. S. machines abroad thru the creation of more favorable market conditions.

Growing Competition

Counsel for the juke box makers cited the "impressive rates of economic growth" in Japan and Western Europe. Lower labor costs in those areas, and tremendous expansion in the field of electronic equipment make it "only reasonable to expect domestic competition from foreign producers," he said.

Patterson told the committee that while American-made juke boxes have been considered the "Cadillacs" of the industry, some companies overseas are now making "Volkswagens." He then cited several articles in last week's issue of The Billboard which pointed out that a number of foreign countries are gaining ground in the juke box field.

U. S. manufacturers feel that combined effect of common tariffs set up by groups of nations such as the Common Market countries will adversely affect American exports to those areas, Patterson said. In addition, declining trends in sales to significant export markets such as Venezuela and the Philippine Republic are coming about because those countries have increased duties on imported merchandise.

Request Concessions

Patterson reiterated the stand of U. S. juke box producers that a reduction of the present U. S. duty of 15 per cent is not justified in the light of the economic factors, and that there is a "reasonable probability that imports in even limited quantities could not but cause serious economic injury to an already declining industry. . . ." He urged the U. S. to seek tariff concessions from other countries, particularly in Central and South America, and Canada.

Following is the compilation of sales statistics made by Price Waterhouse & Company:

Domestic Sales:

1955 $34,275,484
1956 $40,149,910
1957 $37,586,771
1958 $29,739,971
1959 $31,877,112

Export sales:

1955 $11,592,838
1956 $13,297,089
1957 $14,464,899
1958 $13,809,685
1959 $14,394,011

Total sales:

1955 $45,868,322
1956 $53,446,999
1957 $52,051,670
1958 $43,549,656
1959 $46,271,123

Units sold:

Domestic:

1955	1956	1957	1958	1959
48,228	49,743	43,546	35,928	33,922

Export:

1955	1956	1957	1958	1959
17,074	18,250	18,215	18,613	18,432

Total:

			1958	1959
65,302	67,993	61,761	54,541	52,354

Percentage Relationships:

Dollar sales:

1955	1956	1957	1958	1959
75%	75%	75%	68%	69%
			32%	31%

Unit sales:

	1955	1956	1957	1958	1959
Domestic:	74%	73%	71%	66%	65%
Export:	26%	27%	29%	34%	35%

Approximate number of persons employed:

1955	1956	1957	1958	1959
4,294	4,509	4,461	3,759	3,761

City Game Code Hearing Favorable to Detroit Ops

By HAL REVES

DETROIT—The proposed new regulatory ordinance for the amusement game industry in Detroit received a public and sympathetic hearing before the Detroit Common Council, with the legal enactment expected to take place within a few days. Only one significant change was introduced into the ordinance as drafted and reported in The Billboard last week.

In the preliminary drafts, the ordinance defined games to be permitted as "any game or device used for amusement purposes only, including miniature pool tables and miniature bowling alleys of 10 feet or more in length." As presented, this would have effectively banned shuffles and pool tables, and perhaps all types of games, under 10 feet.

The representatives of the Detroit Shuffleboard Association, which took the leadership in the industry in the preparation of this ordinance as their initial proposal, took exception to this length limitation. They pointed out that there are now licensed games in operation in the city under this length, such as shuffle bowlers, and that to ban such games now would be unfair.

The operator representatives also stressed that any future game must be specifically licensed, and that adequate control based on the features of the game rather than an arbitrary rule about length would be preferable. They felt that the length is of no real significance. The basic objective is to keep games out of places where minors congregate, so that children will not be playing them—and it was agreed that "a good operator does not want this kind of revenue anyway." The reasonableness of the operators' position was accepted by the city authorities and an amendment prepared to delete the restriction on minimum length.

The DSA was represented at the hearing by Maurice J. Feldman, Central Coin Machine Exchange, chairman of the board; Martin (Barney) Burke, Brown Amusement Company, president, and Fred Chlopan, executive secretary. No extended discussion or speeches by the representatives was necessary, inasmuch as the whole issue had been well discussed in the preparatory stages. DSA representatives had met with individual members of the Council, and with representatives of the munici-

(Continued on page 77)

PHONOGRAPH SPECIALS!

SEEBURG
201 ....$795
HF100G 395
100W 375

WURLITZER
2150 ....$349

AMI
K-200 Stereo, NEW. .WRITE
G-200 (with conversion unit) $245

VENDING SPECIALS!

COFFEE MACHINES:
Hot Spa, 7 D, 1,000-cup.$265
Bert Mills, 57, 500-cup. 195

CIGARETTE MACHINES:
Keeney, 9-col. $55
Rowe Diplomat, 8-col., M 35
Rowe Diplomat, 8-col., E 30

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Chicago Coinmen Give $500 to P-R Effort

CHICAGO—A check for $500 was presented The Coin-Machine Council, the industry's public relations arm, by the members and officers of the Associated Buyers Club of Chicago.

The presentation was made Thursday (4) at the Morrison Hotel by President Vincent Angeleri and Andy Hesch on behalf of ABC, to Herb Oettinger, CMC treasurer.

ABC is a local operator group, founded 20 years ago. Purpose of the group is to improve relations among operators and to make the coin machine business more acceptable to the general public.

Officers

Officers are Vincent Angeleri, president; Robert Lindelof, vice-president; Paul M. Brown, secretary-treasurer, and Richard Gienko assistant treasurer.

Members are William Knapp, Arthur Valasquez, Mert Bandioli, Vic Baodioli, Richard Nomden, Irwin H. Cole, Frank Padula, Ray Gallet, Mary Gillette, Sig Jacobsen, Gladys Wilmoth and Andy Hesch.

At the presentation ceremonies were Angeleri, Hesch, Oettinger and Lou Casola, CMC president; Bob Slifer, executive director of the National Coin Machine Distributors Association; Aaron Sternfield, The Billboard, and Lee Brooks, Cashbox.

Miller Praised By California Op Association

GEORGE MILLER

LOS ANGELES—Members of the California Music Merchants' Association, Southern Division here, have sent a letter of appreciation to George A. Miller, Music Operators of America and CMMA president, for "the superb manner in which you have led us thruout the years." The letter was signed by Walter J. Hemple, Southern Division, president.

The letter said, in part, "You have again scored a victory in the ASCAP battle by holding to your high ideals, your high moral standards and your impeccable character in dealing with these problems.

"We realize that this is but a humble means of expressing our appreciation, but we do want you to know that we appreciate your being so steadfastly in our corner. We know that no other man would have worked so hard day and night as you have without sufficient compensation and with so little expression of appreciation. We do appreciate what you have continuously done for us. George, and we want to thank you sincerely."

Hemple signed the commendation as president "and all of the members in this area."

City Game Code

• Continued from page 76

pal authorities concerned, such as the Police Department and the Corporation Counsel, and had worked out an essential understanding of what the ordinance would contain.

Especially significant was the point that when the Council called for anyone to speak in opposition to the proposed ordinance, no one arose. The careful ground work for some months in advance had apparently made the ordinance acceptable to everyone with an interest in the matter.

Calderon Takes Over Evansville Jobber as Outlet

INDIANAPOLIS — Calderon Distributing Company here last week acquired the old Fred Baker Amusement Corporation in Evansville, a jobbing and operating firm.

The firm will be run by Calderon as a sub-distributor in the Evansville area as D. Automatic Sales Company. It will be managed by M. A. Morris.

Calderon is a Rock-Ola distributor.

SPEND LESS—GET MORE at WORLD WIDE

SPECIALS!

United 13' SIMPEX	$545	C.C. BULL'S-EYE DEEP BALL	$375
A.M.I. H-120 PHONO	475	C.C. CRISS CROSS HOCKEY	245
Bally 14' STRIKE	275	Genco BIG TOP RIFLE	195

SHUFFLE ALLEYS

United 4-WAY	$495	Bally DELUXE CLUB	$475
United 3-WAY	475	Bally CLUB	425
United ZENITH	445	Bally LUCKY	395
United DUAL	395	Bally STAR	345
United ATLAS	375	Bally DELUXE CONGRESS	275
United EAGLE	325	Bally CONGRESS	225
United CAPITOL	175	Bally JET	125

Chicago Coin BLINKER $175
Immediate delivery on the all-new Chicago Coin 6-GAME SHUFFLE ALLEY.
Call Collect—Order Now!

Cable Address "GAMES" Chicago
Terms: 1/3 Deposit, Balance Sight Draft.

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

All Machines Thoroughly Shopped

WALL BOX SPECIALS

See. 100 Sel. Chrome	$ 39.50
See. 200 Sel. Wallboxes	84.50
200 Sel. Wallboxes	84.50
5207 Wurl. W.B.	57.50
5210 Wurl. W.B.	69.50
5250 Wurl. W.B.	95.00
4851 Wurl. W.B.	15.00
120 Sel. Rock-Ola W.B.	32.50
50 Sel. Rock-Ola W.B.	22.50

AMI

E-120	$165.00
G-200	295.00

ROCK-OLA

1434	$ 75.00

UPRIGHTS

Big Horn	$145.00
Gunsmoke	165.00
Gen. Silver Chest.	45.00

5 BALLS

Dragonette	$ 45.00
Smoke Signal	35.00
Peter Pan	50.00
Diamond Lil	40.00
Hawaiian Beauty	45.00
Wms. Spark Plugs	35.00
Jockey Club	55.00
Sluggin' Champ	70.00
Mystic Marvel	65.00
Poker Face	40.00
Gold Star	50.00
Daisy May	40.00
Twin Bell	65.00
Arabian Night	35.00
Frontiersman	65.00

ARCADES

C.C. Rocket Shuffle	$ 85.00
Telequiz	65.00
Un. Team Shuffle	85.00
C.C. Bowl'g League	185.00
C.C. Drop Ball	345.00
Sidewalk Engineer	85.00
Genco Motorama	210.00

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THE NEW GUN GAME
EVEN BETTER THAN
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BIG ADDED FEATURE!

STAR RESERVE BONUS
Each hit on Stars advances Star Reserve—
At end of game Star Reserve may be collected:
1. Increases Score 2* Awards Replays
3* Awards Extra Shots 4* Super Specials
*At option of operator

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WHEN YOU BUY A GUN GAME—BUY THE BEST—BUY WILLIAMS!

Steel Dip Hurts Cleveland

• Continued from page 75

of Excel Phonograph Company. "Urban renewal is costing us a lot of locations in the 'center city' here and rising costs are taking more of our profits," he added.

Silverstein concludes, "operators today must follow the trend to suburbia."

No Answer

Max Fader, of F. T. Fader Company, calls this year the worst in the last five. "Business is off 20 per cent and I can't pin down the answer," Fader said.

J. B. Music Company's Ben Mart reports business off 25 to 30 per cent. It is as bad as it has been in the last five years.

Edward Kenney, of Kenney's Amusement Company, said collections are off 20 per cent. "Nobody's working in my best areas, but I expect a real boom in the fall even tho I don't know why," Kenney reports.

No Dough

"I don't care if you had a dame do a strip tease on the machine for a dime, we wouldn't get it," said Albert Liggins, of A. & I. Music Company. "People out of work just don't have money," he added.

Monroe Coin Machine Exchange Company, a distributor, recorded its best June in the history of the company, according to President George George.

"We have organized our entire operation and the fiscal year beginning July 1 should double last year's volume," George said.

Rentals

Cleveland Coin Machine Company, headed by Morris Gisser, shows a rise in sales despite the drop-off in the domestic market. One of the nation's largest distributors, he is launching a rental business that should perk up gross income by 25 per cent. "With equipment costs on the rise, leasing to operators can prove financially beneficial to all," Gisser said.

Altho sales are off 20 per cent for Lake City Amusement Company, President Joseph Abraham sees year-end figures inching above last year. "I see a real pickup in the fall," he added.

Mel Shone, assistant branch manager for Shaffer Music Company, reports a sales hike of 30 per cent for the first six months of 1960. "It's the best first half since 1954," he said. He believes that drive-ins, bowling alleys and bars that feature hillbilly and country music are doing the best music machine business today.

"With stereo coming in and better and better equipment, the future is extremely bright," Shone added.

Student Invests

• Continued from page 66

but if the guy likes you you're pretty sure to be back in business after a short time."

Gilbert hasn't found any specific problems that he finds cannot be overcome by hard work and enthusiasm. The main thing, he believes, is to look at bulk vending from a solid business standpoint, but he feels strongly on the point that getting machines in locations is more a matter of personality than actual need on the location owner's part. "Personality coupled with the simple matter of going out and finding the locations is the only secret to success in this line," says he.

Full Line

And to prove that his system works he has recently swung into full-line vending with coffee, sandwiches and cold drinks. A relation has a superette market where the help puts up his sandwiches and provides him with his own commissary. While he is enthusiastic about automatic feeding, he feels there is a definite place for bulk vending and plans to hang on to the routes mainly because of the excellent return on his investment.

He now employs a regular route man and is in the process of getting married, all of which he probably owes to reading an ad in The Billboard.

Use The Billboard classified pages for RESULTS!

COINMEN in the news

• Continued from page 74

usual. Eddie says he is glad to get back. . . . **Burt Kahn,** Sujay Vending Company, Marathon, bacheloring it these days. Burt's family drove up to the Carolina mountains where Burt has a cabin, leaving Burt wishing wistfully that he could be there too. Back from the Carolinas are **Mr. and Mrs. Arnold Rogan,** Rogan Music Company. The Rogans left the children up there at a camp, and were no sooner back when they began to miss them.

Joe Mangone, Mangone & Mangone, proudly boasting about the new building he just completed. Joe claims it is the finest offices and showrooms in the coin business. It must have been a rough job getting everything set, because Joe lost 24 pounds. Don't hear much about **Dave Engel** these days. Dave, who operates Vendors, Inc., is still on the sick list, and is forced to take things easy.

Art Daddis, AMI factory man, vacationing here and spending most of his time with his son, **Scotty,** who operates Crest Service. Art looks wonderful and says it is a pleasure to meet so many of his old friends. So how does he spend his vacation? By going out with son, Scotty, on the route. Oh, well, it's in the blood.

Mr. and Mrs. Willie Blatt readying for that long awaited vacation in the Carolinas. Willie almost had to cancel his plans when girl Friday, **Doris Shapiro,** suddenly turned up with a thyroid that will require surgery, but former partner **Lucky Skolnick** volunteered to look after things if Doris should have to enter the hospital before Willie can get back. We've yet to see a more avid fisherman than Lucky's son, **Mike.** That kid can stand on his waterfront dock for hours and hours.

Cy Wolf

With Hurricane Brenda dumping 14 inches of rain on the Tampa area, business just about came to a standstill. Fortunately, the weather turned nice right after the storm, and things are back to normal. Called **Sam Taran** to find out how things were, and was told he was on a trip to California. **Cy Wolf,** Seeburg distributor for Florida, visiting the Miami area. Cy is very enthusiastic about the 33 speed seven-inch records for the Seeburg juke boxes. . . . **Ozzie Truppman,** Bush International, off on a hurry-up trip to his Jacksonville office.

Raoul Shapiro

UNITED'S SUNNY

SHUFFLE ALLEY

FAST-PLAY PUCK-TYPE GAME

Regulation Scoring (TOP SCORE 300)

Bonus Scoring (TOP SCORE 990)

PLAYER'S BUTTON CONTROL CHOICE

Easy Strike

Normal Strike

BIG Extra ☒ and ◪ Scores

bonus builds up during game collects at end of game

1 to 6
Can Play

•

10c PER PLAYER

•

NATIONAL REJECTOR

•

STURDY CONSTRUCTION

•

SIZE:
8½ FT. LONG
2½ FT. WIDE

•

SHIPPING WEIGHT
(CRATED)
430 lbs.

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SAVOY

BOWLING ALLEY
NOW AT
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UNITED MANUFACTURING COMPANY
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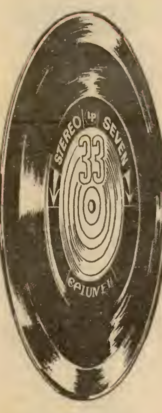
SEE YOUR UNITED DISTRIBUTOR NOW!

What every operator should know about the

7-INCH 33⅓ RPM SINGLE STEREO RECORD



WHAT IS IT?

It is the 33⅓ RPM stereo version of the 7" single record. It Is the same size but with the small standard center hole.

IS IT AN ALBUM RECORD?

No. It Is a *single* record. However, most 33⅓ stereo 7's which have been released to date feature single versions of bast selling album selections.

HOW LONG OOES IT PLAY? IS IT AN EP?

It has an average pleying time, as the 45 RPM single does, of approximately 2½ to 3 minutes. It is *not* en EP with two selections although two-tune versions can and probably will be releesed at a later date.

WHAT DOES IT COST?

In general tha pricing structure seems to be about the same as the 45 RPM single.

WHY A 33⅓ STEREO SINGLE?

There are several reasons. First, the sale of singles has been rapidly declining. Many record companies feel that e 33⅓ single stereo record may revitalize this market. Why? Because first, it is recognized that the public dislikes the inconvenience of two different sized canter holes and two different speeds. Furthermore, 45 RPM stereo has not caught on and there are millions of home players in the country that can play the 33⅓ single.

WILL THERE BE A MONAURAL 33⅓ SINGLE?

There *is* a monaural 33⅓ single soon to be produced by Capitol and Columbia and probably contemplated by other companies.

WHY DID SEEBURG DESIGN ITS CURRENT LINE TO PLAY THE 33⅓ SINGLE?

Between 80 to 85 per cent of the dollar volume in records today Is In 33⅓ albums. Most of this music is largely unavailable as singles, eithar monaural or stereo. Seeburg believes the 33⅓ stereo single makes sense and may ultimately be the standard for the industry. If so, equipment that plays only one speed may soon be obsolete.

CAN 33⅓'s BE PLAYED INTERMIXED IN THE SEEBURG RECORD MAGAZINE?

Yes—in any position and in any proportion. The Seeburg "dual spindle disc" senses the speed of the record from the size of the hola end automatically plays it at the proper speed.

WHAT IS THE "ARTIST OF THE WEEK" PROGRAM?

It is a program that enables the operator to feature a specific artist and his best salling album selections on location and to dramatize it on the phonograph by displaying an actual reproduction of the elbum cover.

WHY IS THIS GOOD?

This is an age of dynamic merchandising In all fields. A beautiful album cover can sell records In shops without the patron's even hearing tha record. Seeburg has tried to bring the tremendous selling power of the album cover plus the adult music America loves best to the location.

IS THE "ARTIST OF THE WEEK" A PROVEN MONEY MAKER?

Locations in every area of the country ara reporting amazing gains In revenue as a result of the "Artist of the Week" program. Income reports will be featured in next weak's Seeburg ad.

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